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THE ANCIENT PATH TO CREATIVITY AND INNOVATION



CANDACE L. LONG

There is a difference between a good idea and an inspired one. Most books on creativity are written by left-brain thinkers but research shows that creativity resides in the right-brain. **The Ancient Path** is an inside look into the business experiences of a 40-year creative who, like other creatives, “hears” inspired ideas. It explores the original meaning of creativity, explains the difference between a good idea and an inspired one, and features the 18-step journey of an inspired idea from ideation to commercialization.

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