

# Inside The Box A Proven System Of Creativity For Breakthrough Results Jacob Goldenberg

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The Lighter Side. Humor and innovation are essentially the same process: the sudden collision of two previously unrelated themes. Click here for a light look at what it means to be inside the box.

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Inside the Box shows that more innovation-- and better and quicker innovation--happens when you work inside your familiar world (yes, inside the box) using a set of templates that channel the creative process in a way that makes us more--not less--creative.

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Inside the Box demonstrates Systematic Inventive Thinking (SIT), which systemizes creativity as part of the corporate culture. Inside the Box shows how corporations have successfully used SIT in business settings as diverse as medicine, technology, new product development, and food packaging.

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