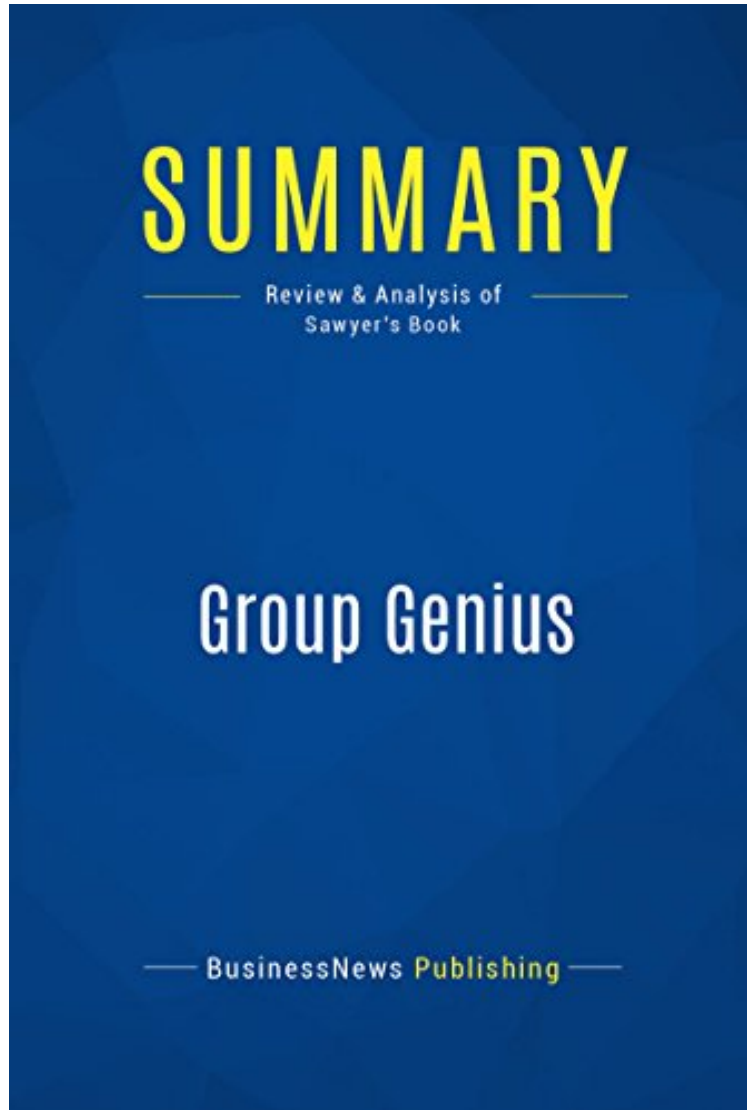


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The must-read summary of Keith Sawyer's book: "Group Genius: the Creative Power of Collaboration". This complete summary of the ideas from Keith Sawyer's book "Group Genius" shows how collaboration is the real secret to breakthrough creativity. In his book, Keith Sawyer reveals that new ideas actually emerge from the bottom-up, from

the creative efforts of a large number of people, each of whom nudges the idea forward or adds a little twist. What finally comes out the other end of the creative process is an idea which cannot truthfully be said to be the exclusive result of any one person's thinking. By reading this summary, you will learn how to generate innovation, making it possible and feasible for everyone to collaborate on developing new ideas. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Group Genius" and discover how you can create a working environment that encourages innovation through group thinking.