## **Content Navigator**

## Introduction p. 17

Foundations				
Chapter 1	Chapter 2	Chapter 3	Chapter 4	
Creativity	What's	How AI Can	Overcoming	
Decoded	Neuroscience	Give You	Obstacles to	
p. 27	Got to Do	Creative	Creativity and	
	with It?	Superpowers	Innovation	
	p. 41	p. 53	p. 83	

12 Powerful Approaches to Enhance Creativity				
Chapter 5: Approach 1 Challenge Your	Chapter 6: Approach 2 Create New	Chapter 7: Approach 3 Use Morphological	Chapter 8: Approach 4 Employ	
Mental Models p. 107	Paradigms p. 121	Analysis p. 135	Analogies and Benchmarking p. 145	
Chapter 9: Approach 5 Engage in Interdisciplinary Collaboration p. 155	Chapter 10: Approach 6 Adopt Rules and Tools p. 169	Chapter 11: Approach 7 Extract Insights from Trends p. 205	Chapter 12: Approach 8 Embrace Experimentation and Iteration p. 221	
Chapter 13: Approach 9 Foster Curiosity and Imagination p. 233	Chapter 14: Approach 10 Leverage Emerging Technologies p. 247	Chapter 15: Approach 11 Customize Your Own Toolkit p. 263	Chapter 16: Approach 12 Cultivate Courage and Persistence p. 281	

## Conclusion

Ignite Your Creative Future: Experiment, Evolve, Excel p. 295