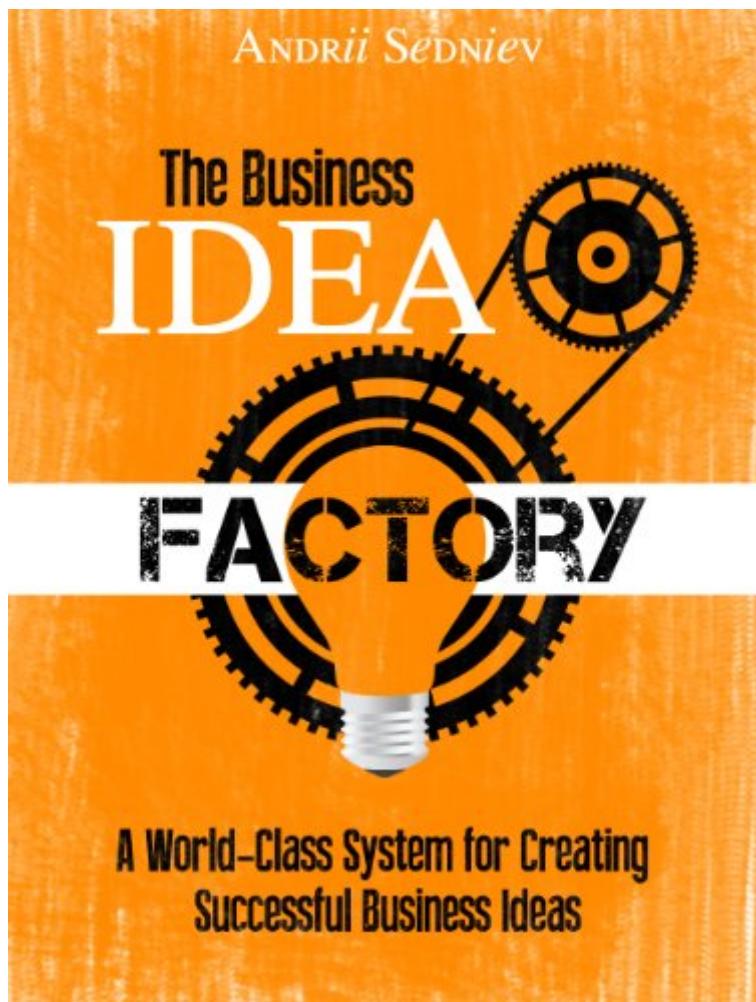


The book was found

The Business Idea Factory: A World-Class System For Creating Successful Business Ideas



Synopsis

The Business Idea Factory is an effective and easy-to-use system for creating successful business ideas. It is based on 10 years of research into idea-generation techniques used by the world's best scientists, artists, CEOs, entrepreneurs and innovators. The book is entertaining to read, has plenty of stories and offers bits of wisdom necessary to increase the quantity and quality of ideas that you create multiple times. Once you begin applying strategies described in this book, you will create successful business ideas regularly and make your life more adventurous. You will realize that there are few things that can bring as much joy and success in business as the moment when an excellent idea comes to your head.

Book Information

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Customer Reviews

Andrii Sedniev has filled this sharp book with powerful creativity principles and ways to use the subconscious mind as a tool for creating strategies and to generate ideas. It's about developing the creative muscle using simple principles for creating new ideas for your business. There are numerous exercises to facilitate this and how to think differently than competitors. This intelligent

book explains the science of effective brainstorming and describes how to let the subconscious mind know what it is that you want and need so that it can generate unlimited, amazing, creative ideas to help you with your business. Brainstorming is simply placing your attention on a problem so that your creative mind can do the rest. I learned that often the reason we can't come up with a successful business idea is because we are asking the wrong question and that by changing or even just altering the question a little bit, the subconscious mind will be able to generate a variety of ideas. The author describes how to let the subconscious mind know what it is that you want and need so that it can generate unlimited, amazing, creative ideas to help you. In other words, this book explains the science of effective brainstorming, or placing your attention on a problem so that your creative mind can do the rest. The author states, "The only way to make the brain think hard and produce world-class ideas is to make it generate a lot of ideas." He explains how important it is in creating new ideas to learn how to generate tons of them to choose from. This can be done, for example (one of many), by modifying old ideas that have been used before by actively, continuously seeking new experiences to draw from.

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