

What We're Reading

We've put together a small library of some of our favorite books about creativity. They've inspired us, and we hope they inspire you, too.

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1. **What To Do When Machines Do Everything: How to Get Ahead in a World of AI, Algorithms, Bots, and Big Data**
by Malcolm Frank, Paul Roehrig & Ben Pring
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2. **Creative Confidence: Unleashing the Creative Potential Within Us All**
by Tom Kelley and David Kelley
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3. **Zig Zag: The Surprising Path to Greater Creativity**
by Keith Sawyer
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4. **The Creative Spark: How Imagination Made Humans Exceptional**
by Agustín Fuentes

5. **Your Creative Brain: Seven Steps to Maximize Imagination, Productivity and Innovation in Your Life**
by Shelly Carson
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6. **Corporate Creativity: How Innovation & Improvement Actually Happen**
by Alan G. Robinson

7. **Wired to Create: Unraveling the Mysteries of the Creative Mind**
by Scott Barry Kaufman & Carolyn Gregoire
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8. **Seeing What Others Don't: The Remarkable Ways We Gain Insights**
by Gary Klein

3). **The Biology of Brainstorming: Speed up your mind!**

by Henning Beck

4). **Collaborative Creativity: Innovative Methods for Joint Idea Generation in Teams**

by Martin J Eppler, Friederike Hoffmann & Roland A Pfister

5). **Free Your Creativity**

by Julia Cameron

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