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Applied imagination; principles and procedures of creative

Applied Imagination was published by advertising executive Alex Osborn in 1953. (Shown here, the 10th edition, 1957, purchased for six bucks on Amazon Marketplace.) Osborn originated the term "brainstorming" (or, rather, someone came up with it during one of his many workshop sessions, and the term stuck).

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Applied Imagination Principles And Procedures Of Creative

Applied Imagination: Principles and Procedures of Creative Thinking [Alex F. Osborn, Lee Hastings Bristol] on Amazon.com. *FREE* shipping on qualifying offers. From review - "This book covers every aspect of the creativity process, from problem finding to idea generation to implementation. Osborn is known as the creator of the brainstorming technique but I believe his legacy is greater than that.

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4 Tools for Developing Innovative Solutions 4.2 Brainstorming

in his breakthrough book, *Applied Imagination*, that Hindu teachers had been using brainstorming for over 400 years and Walt Disney encouraged it among his artists in the 1920s (later called "dreaming as a team").

CEF - Creative Education Foundation

The Principles of Applied Imagination All people, everywhere, are born with imagination. Imagination is the way the brain forms a path between where you are and where you want to go.

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BRAINSTORMING - Southern Nazarene University

Alex Faickney Osborn (May 24, 1888 – May 5, 1966) was an advertising executive and the author of the creativity technique named brainstorming. Founding ... *Applied Imagination: Principles and Procedures of Creative Problem Solving* New York: Charles Scribner's Sons, 1953.

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