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Idea-Links: The New Creativity

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The key to building greater creativity? Making idea-links--the hidden idea-making elements that have always been there--responsible for the seemingly random aha moments once attributed to serendipity. The more idea-links you make, the more creative you become.
Thanks to the clear and friendly guidance of *Idea-Links*, greater creativity is now an achievable goal controlled by you, not by some guy in a rainbow wig. So open the book and let's get started!

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