

**The Myths Of Creativity: The Truth About How  
Innovative Companies And People Generate Great  
Ideas**

**By David Burkus**

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There are a number of myths and misconceptions surrounding creativity - some more harmful than others in terms of helping people to understand what creativity is, how

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Aug 13, 2014 according to David Burkus, author of The Myths of Creativity: The Truth about How Innovative Companies Companies and People Generate Great Ideas.

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The concept of creativity is fraught with myths and negative stereotypes that prevent people from being creative.

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Most people think creativity is divinely-inspired, unpredictable and bestowed on only a lucky few. There are a lot of popular myths about business creativity, yet

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Oct 21, 2013 I recently caught up with David to ask him a few questions about these and other creativity myths. There seems to be no shortage of ideas in the business

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"How to get past the most common myths about creativity to design truly innovative The Myths of Creativity David Burkus highlights the mistaken ideas