

Website Links - Chapter 3

Smarta.com: creative thinking

<http://www.smarta.com/tools/start-a-business/develop-your-idea>

Water is not soup:

<http://www.spaceforideas.uk.com/IsolatedStorage/5f544d60-45d1-46fe-865d-76726a3ed822/ContentAssets/Documents/Bono.pdf>

Thinking managers:

<http://www.thinkingmanagers.com/management/creative-thinking-framework>

Prof. Richard Wiseman on creative thinking:

<http://www.spaceforideas.uk.com/RVE8021ca1051b245f58a174d829ec7f6eb,,.aspx>

Lone ranger or tribal thinker?

http://www.westfocus.org.uk/SiteManager/userFiles/programmeElearning/26_CG_Building_Block_2_a_HTML1/page_popup2.htm

Business case: KETTLE Chips:

<http://www.spaceforideas.uk.com/IsolatedStorage/5f544d60-45d1-46fe-865d-76726a3ed822/ContentAssets/Documents/Kettle%20lessons%20for%20Business.pdf>

Innocent drinks:

<http://www.innocentdrinks.co.uk/us/us.html>

Sticmatz gets going:

http://news.bbc.co.uk/1/hi/programmes/working_lunch/4104784.stm

How Microsoft manages creativity:

http://www.westfocus.org.uk/SiteManager/userFiles/programmeElearning/26_CG_Building_Block_2_a_HTML1/page_popup3.htm