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Group Genius written by Keith Sawyer, challenges commonly held beliefs about the path to creative innovation. Sawyer draws upon historical, as well as current day, events and practices to illustrate his belief that “the lone genius is a myth.”

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Collaboration is an essential ingredient of group flow and is vital to the Montessori classroom. The author has included a notes section with bibliographic information. [Reprinted with permission from chapter 3 of "Group Genius: The Creative Power of Collaboration."]

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33 have confirmed the link between flow
and creativity, especially at work. For
example, Teresa Amabile of Harvard
University studied over 200
professionals at seven companies, and
found that creative insights were

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associated with the flow state.

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Group Genius: The Creative Power of Collaboration Creativity has long been thought of as an individual gift, best pursued alone. But what if the most common beliefs about its inner workings

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are wrong?

Group Genius by Keith Sawyer

Group Genius tears down some of the most popular myths about creativity, revealing that creativity is always collaborative--even when you're alone.

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of Collaboration by Keith ...

Bottom line, it's the group, not individuals, that sparks creative genius. Radical creative breakthroughs like the television, the airplane, the Internet, and more are ultimately the result of collaboration, not a single genius' insight. If ours is becoming an innovative economy, teaching people the power of

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group genius becomes critical.

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shows how collaboration is the real secret to breakthrough creativity. In his book, Keith Sawyer reveals that new ideas actually emerge from the bottom-up, from ...

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model is keeping these innovations connected throughout the organization, not isolated in a separate R&D lab.

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collaborative-even when you're alone.

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Collaboration seeks to debunk the
standard myth of a solitary inventor and
a flash of insight.

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**Book Review-Group Genius: The
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