



One Plus One Equals Three: A Masterclass in Creative Thinking

Dave Trott

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How do you make something out of nothing? *This book* goes straight to the heart of the creative impulse. Combining Dave Trott's distinctive, almost Zen-like storytelling, humor and practical advice, its collection of provocative anecdotes and thought experiments are designed to light a fire under your own creative ambitions. From tales of 18th century Japanese samurai to classic battles between "creatives" and "suits" in the boardroom, these stories act as a rallying cry for individuals and businesses who want to think differently, stand out and challenge convention.

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