



The Bright Idea Deck: Breakthrough To Brilliance

Mark McElroy

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Experiencing writer's block? Stumped for a solution to a personal problem? Lacking inspiration for an upcoming project? The Bright Idea Deck is the perfect tool for supercharging the brainstorming process and getting the creative juices flowing.

Designed to generate ideas, expand creative expression, and stimulate thought processes, this brainstorming companion is ideal for the workplace or home. Filled with colorful, contemporary imagery, this deck suggests hundreds of possible strategies, perspectives, opportunities, motivations, goals, actions, and answers. The boxed kit includes a companion book that describes the deck's structure and card meanings, along with sample scenarios that demonstrate how to use this effective idea generator.



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