



## La creatividad (Spanish Edition)

By Luis Bassat

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**La creatividad (Spanish Edition)** By Luis Bassat

**La creatividad no es un don, es una actitud que busca transformar la realidad.**

A pesar de que los publicitarios se hayan apropiado en cierto modo del concepto, la creatividad no es patrimonio de ninguna profesión en particular ya que casi todas las ocupaciones han generado creativos brillantes. La creatividad, tal como la entiende Luis Bassat, es una facultad innata del hombre, que va mucho más allá de un invento concreto. Se trata de la capacidad de aportar grandes avances que pueden modificar el rumbo de la historia y cambiar las condiciones de vida de toda la humanidad.

En *La creatividad* Luis Bassat hace un breve repaso de la historia de esta maravillosa facultad y presenta las características de la personalidad creadora, a través de su propia trayectoria y la de los creativos más destacados del país. Enseña además, una serie de caminos creativos que permitirán que el lector aplique en la práctica de su profesión, sea esta la que sea, las enseñanzas de uno de los creativos más respetados del panorama actual.

### Reseña:

«Crear es hacer que algo valioso que no existía, exista.»

José Antonio Marina

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