

The Moment of Spark Ideas

— Thinking by the 5P Model of Creation —

〈Text〉

2017. 9. 22

Representative, SOKEN Research Institute
Director (former Chairman and former Chief Director),
Japan Creativity Society



株式会社 創造開発研究所



Makoto Takahashi (Pedagogy doctor) Profile

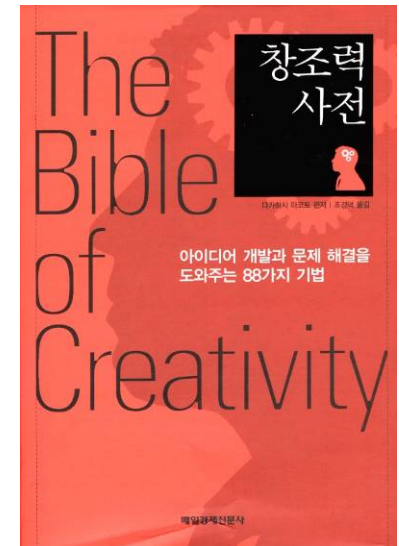
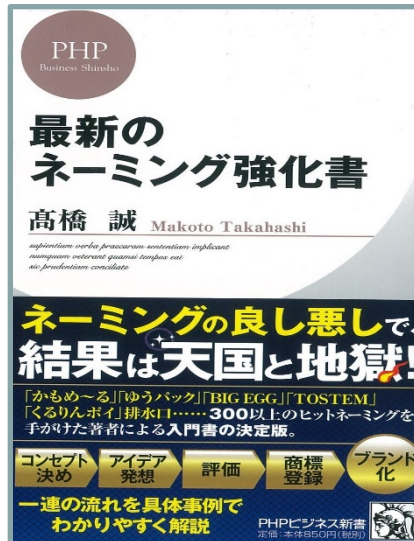
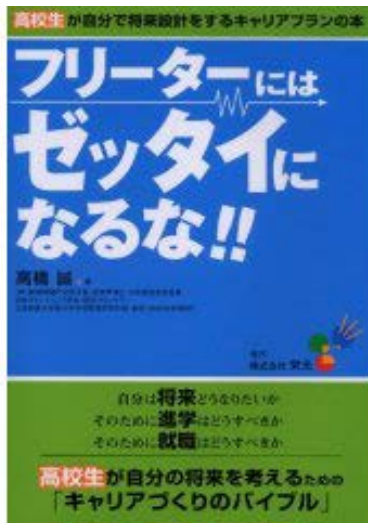
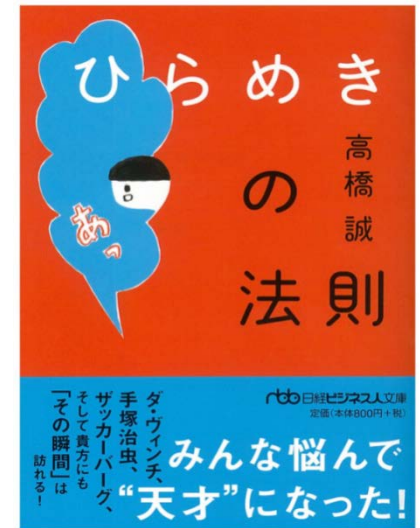
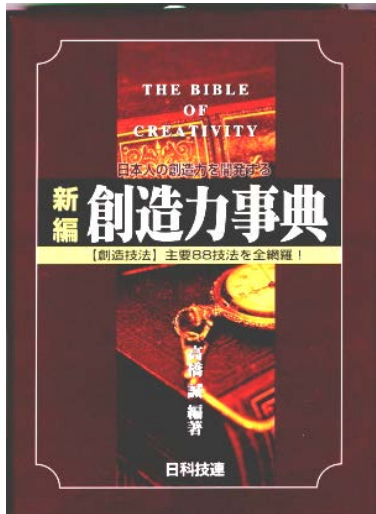
◆ Present position

Ltd. Creation development laboratory **Representative**
Director of Japan creation society (former chairman and former chief director)
Japanese, educational graduate university Professors emeritus
Association of academic society related to Science Council of Japan management assembly special
command director
(one company) Japan establishment idea achievement project chief director
(NPO) Chief director of eco-literacy society

◆ Brief history

Shizuoka Prefecture Shizuoka City (old and Shimizu city) coming from.
Tokyo education largeness, Tsukuba University graduate school, and Toyo University
graduate school completion.
The creation development laboratory Ltd. is established through the lecturer of the Sannou
junior college and it assumes the position of the representative.
Naming it and the product development were done in the creation development laboratory
centering on corporate training and the consultant.
The training lecturer (learning) and the chief director etc. of the Shohei
educational institution by 2000 companies or more such
as Dentsu and NTV Nippon Life.
The docent is held successively at a lot of universities like T
sukuba University, Toyo University, the education largeness, and
the Tokyo engineering department size, etc.





Exchange with creativity researcher in Europe and America (from 1977)



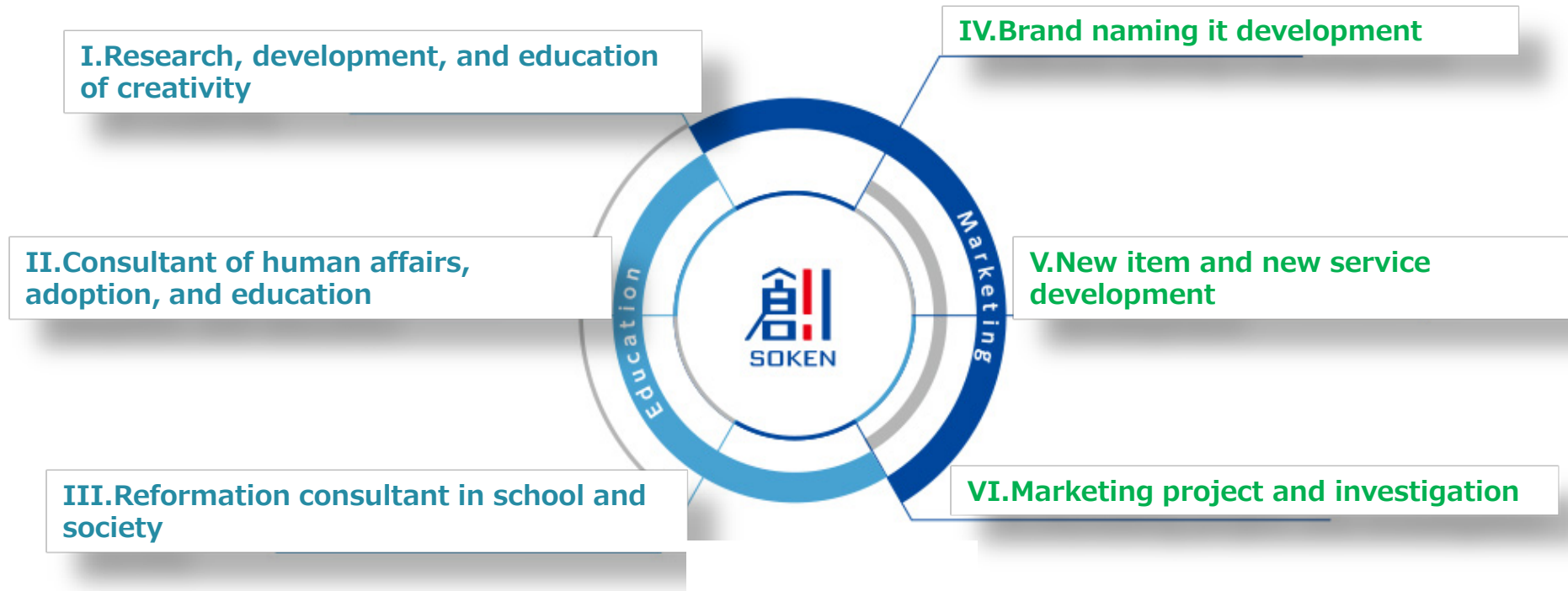
◆ **The United States Creative Education Foundation ex.Chairman Prof. Dr. Sidney Parnes**
(Mr. and Mrs. the second generation chairman)

◆ **Germany Germany creation society ex.Chairman Prof. Dr. Horst Geschka**

【Will】

1. **Idea** : Sincere originality
2. **Vision** : It aims at the achievement of the society that values the creation.
3. **Mission** : The organization and the creativity development of the individual are supported.

【Establishment】 February 21, 1974 (establishment)



◆ Brand development

Another of Corporate brand construction, VI(Visual Identity) development, and Credo development from developments of mission/vision/value etc. such as general enterprises and schools

"Brand creation" whole like the construction of various commodities and the service brands etc. is suppo

◆ Development of naming it



Tokyo Metropolitan College of Industrial Technology

都立産業技術高等専門学校

By our development of naming it system 'NAMELand?'
Naming it and the logo design more than are developed.

- Pet name name of gasoline"Nisseki dash"
- Air dome pet name name"BIG EGG (Big-Egg)"
- Postcard name "Sea gull-[ru]" with lot..".. cherry blossoms-[ru] (1987-2002)"
- Mail package name"Yu Pack"
- Facsimile new brand name"Speax (Speakes)"
- Equipment of supplying hot water manufacturer new division name"YUMEX ([yumek])"
- Construction materials manufacturer new division name"TOSTEM (Tostem)"
- House company synthesis brand name and strategy development"[Ingushiri-zu] [**nin]"
- Public space pet name name"Sinclair"
- Public building pet name name"[Meruparuku]"
- Modular bath brand name"[Soreo]"
- Special contract insurance name"[Etowa]"
- Heat exchange type air clean air conditioner system pet name name"Air Nabis"
- TV station pet name name and logo"TeNY ([tenii;])"
- Sake name"[Tenma] ([tenbu])"
- Grain handy food name "[Tsuya] white staple grains" and "Staple grains of ..fragrance.. [juu]"
"One bowlful's worth of of grain pan- < white grain >and < black grain >"
- Hotel category name Sunroute "Sopra""Patio"
- New commercial establishment name and logo according to development plan around Tama-plaza Station"Tama-plaza terrace"
- Bathroom and kitchen sink outlet brand name"Rin poi outlet that comes"
- Drinking water filtration supply system name and logo"Life spot"
- House for resale reproduction enterprise brand name"[Kachitasu]"
- Construction company in-house project name"JIZAIMA ([jizaima])"
- Interior construction materials brand name"Lasissa ([rashissa])"
- Magazine name and publication and mail order company name"[Harumeku]"
- Caring tape name and logo & package design after wound after it operates"[Atofain]"
[Na], [do]



BIG EGG (東京ドーム)



ゆうパック

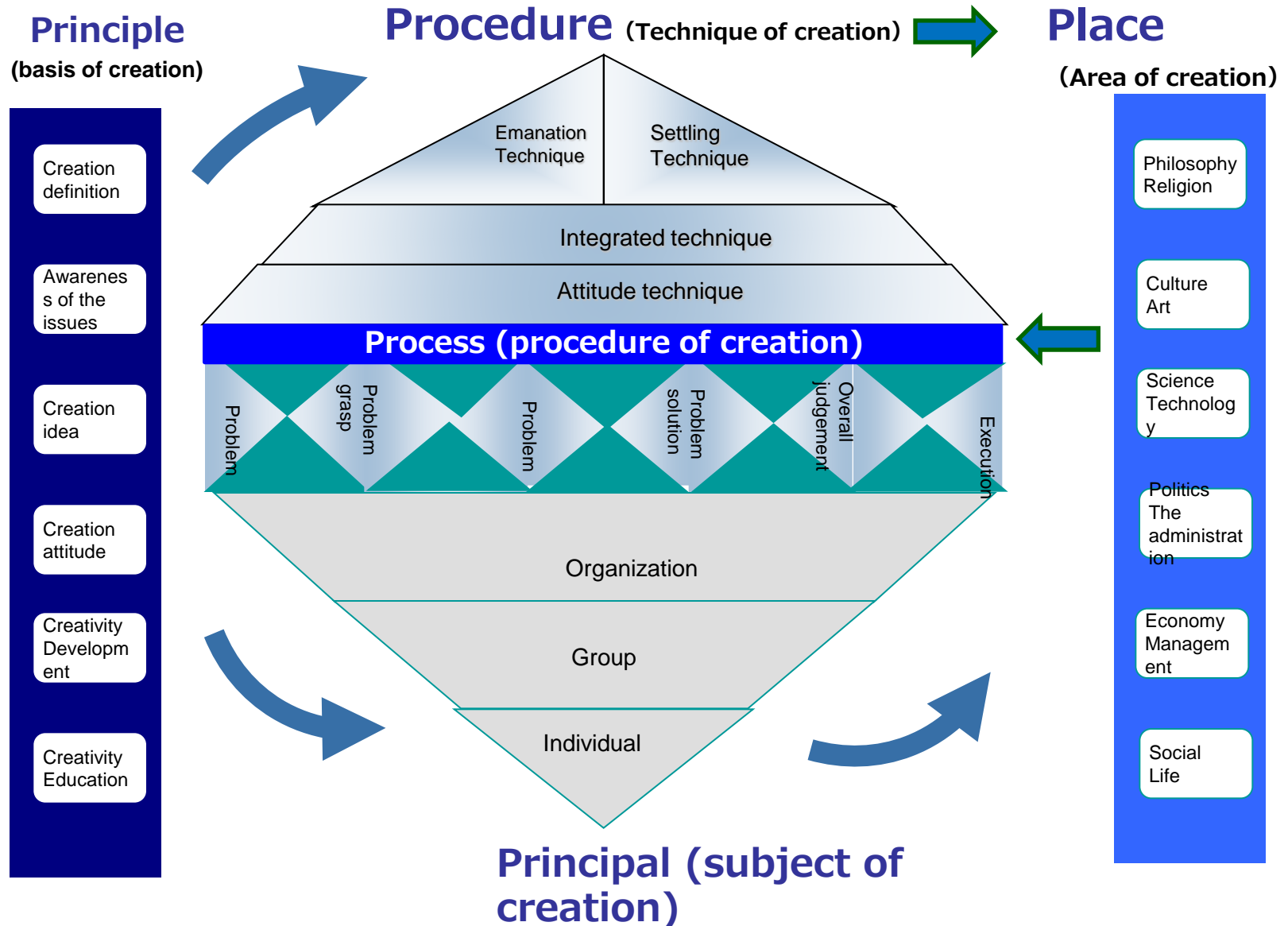


テレビ新潟



Takahashi method · 5P bare-bones model of creation

(Creative Problem Solving Basic Model by M.Takahashi)



I .

Importance of creativity

**「Nature that discovers,
understands problem, unites,
integrates different
information, and gives birth
to society and individual to
taking new value」**

The half of work : in the age when the robot can be done.

◆ Ratio of work pursuers who can substitute it with robot within 10~20 years

1. Japan 49%
2. The United States 47%
3. Britain 35%

● Example of work with high substitutability

IT maintenance, accounting, administrative affairs, construction task, and taxi driver

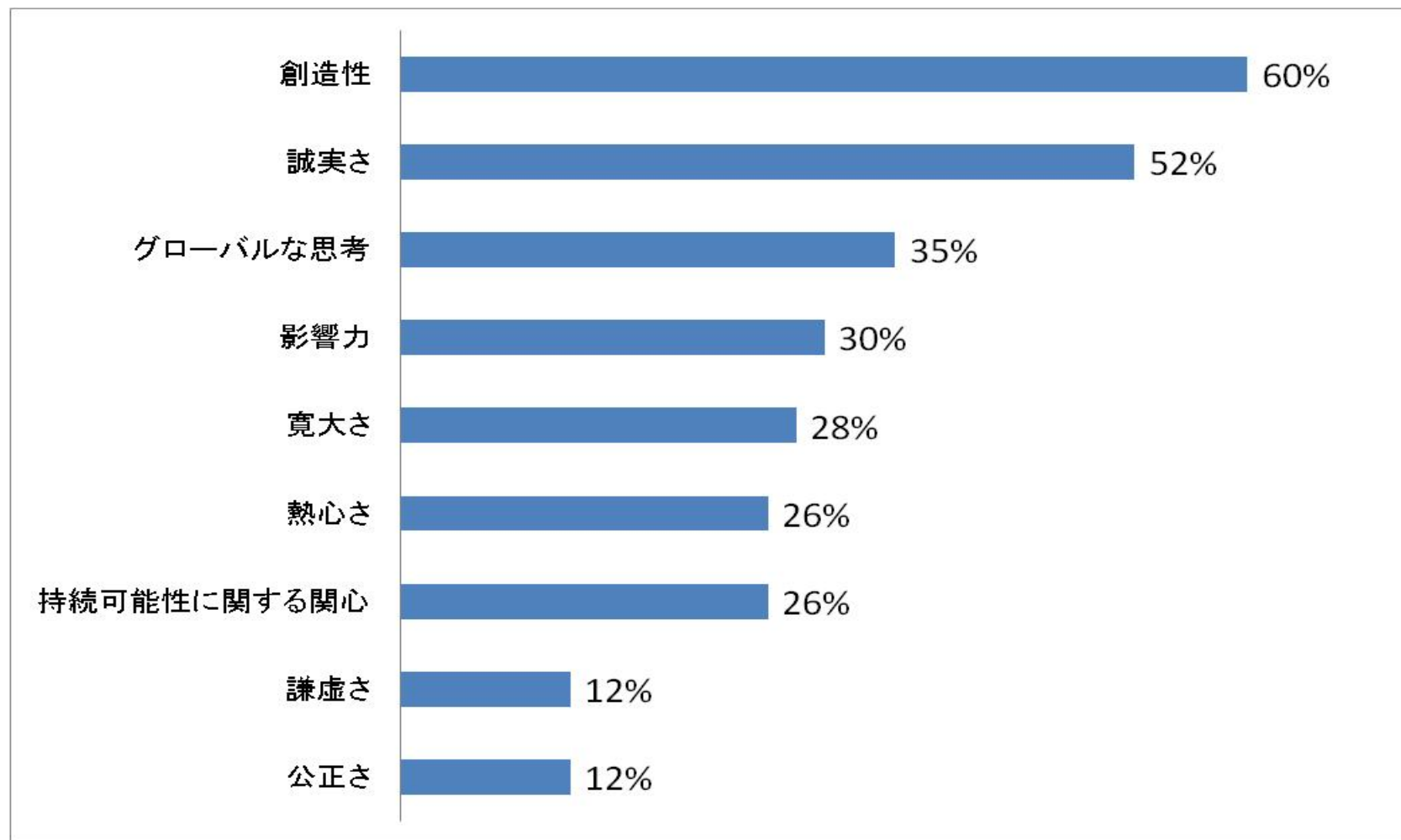
● Example of work with low substitutability

Teacher of university and junior college, surgeon, product development person, editor, and actor

(Nomura Research Institute of Technology and Economics/Oxford University
2015.12.3 Announcement)

The top of the nature necessary for the leader in the world is creativity.

◆Question: Nature of leader who becomes important in 5 years (Three are chosen.)



(IBM Execution in January, 2010「..1541 person object.. investigation such as CEOs of country and 60 33 industries in the world」・Largest-ever investigation)

Japanese not to be confident of creativity

1. The creativity is important in economic growth. : 80%
2. Creative country? :
1st place Japan 36% / 2nd place the United States 26% / 3rd place Germany 12%
3. Am I creative?
1st place the United States 52% / **Low rank Japan 17%** (Average 39%)
4. It is a means with the maximum tool to demonstrating the creativity.
1st place the United States 76% / Japan 58% (Average 65%)

(April, 2012 of Adobe investigation Each 1000 person object in British Germany-France in Japan-U.S. 18-year-old or more)

Creation committee (Chairman Reona Ezaki : Nobelist)



日経産業新聞

2005年(平成17年) 1月18日 (火曜日)



江崎 玲於奈氏

芝浦工業大学学長

21世紀は全体論の時代

二十世紀に科学が偉大... 基礎研究が重要... 全体論の時代... 知識の融合...



江上 節子氏

JR東日本フロンティアサービス研究所長

異分野の知の融合カギ

異分野の知の融合... 知識の融合... 創造性... 異分野の知の融合...

輝く人材発掘 育てる社会に

「創造委員会」5氏に聞く



討議中 (左から) 高橋氏、藤沢氏、江崎氏、江上氏、軽部氏



軽部 征夫氏

人のやらないことやる

人のやらないことやる... 創造性を発揮する... 人のやらないことやる... 創造性を発揮する...



日本創造学理事 高橋 誠氏

日本の人口は1億3千万... 創造性を発揮する... 高橋 誠氏...

個人評価する仕組みを

個人評価する仕組みを... 創造性を評価する... 個人評価する仕組みを...



藤沢 義之氏

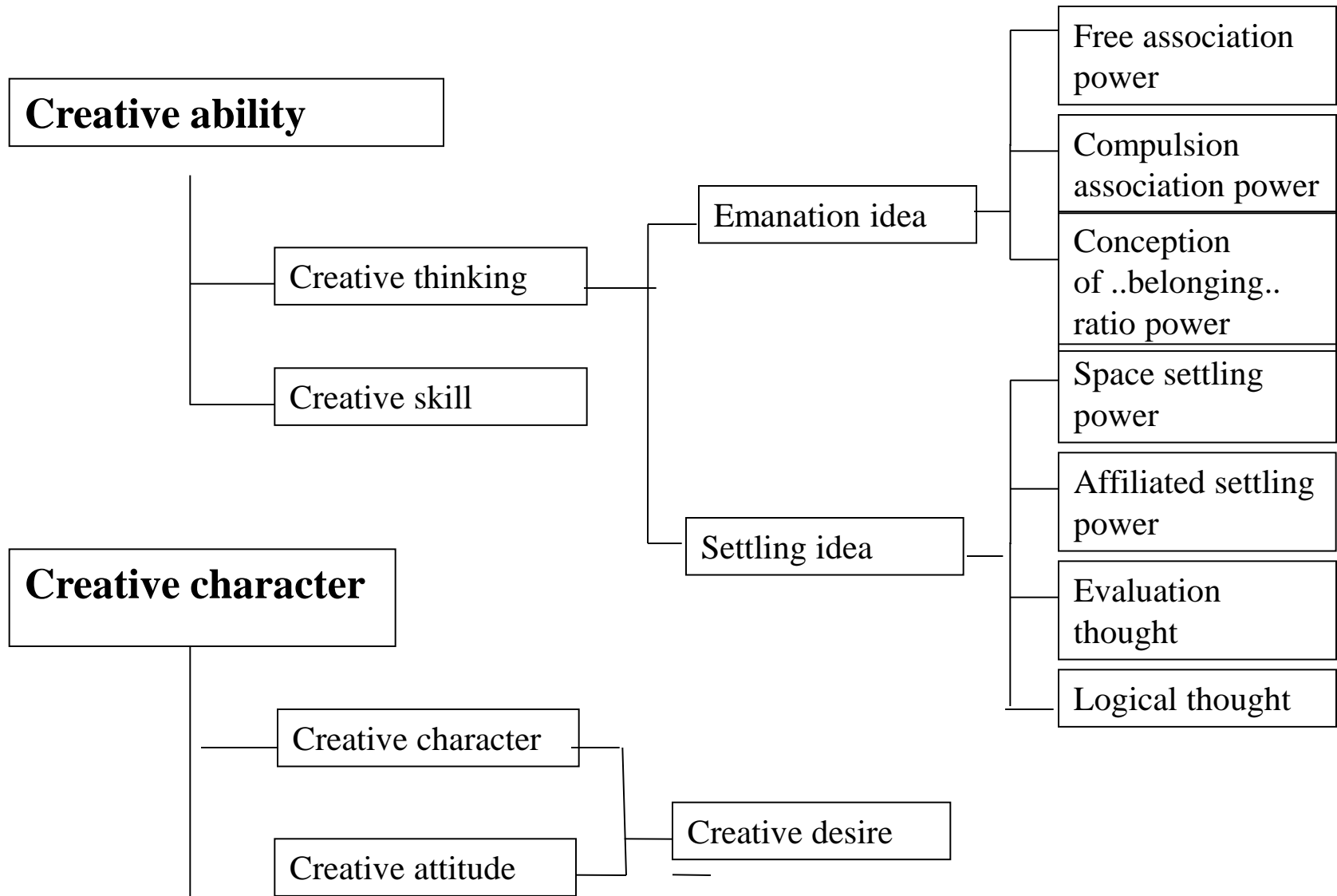
「個」が革新を生み出す

「個」が革新を生み出す... 創造性を発揮する... 「個」が革新を生み出す...

II.

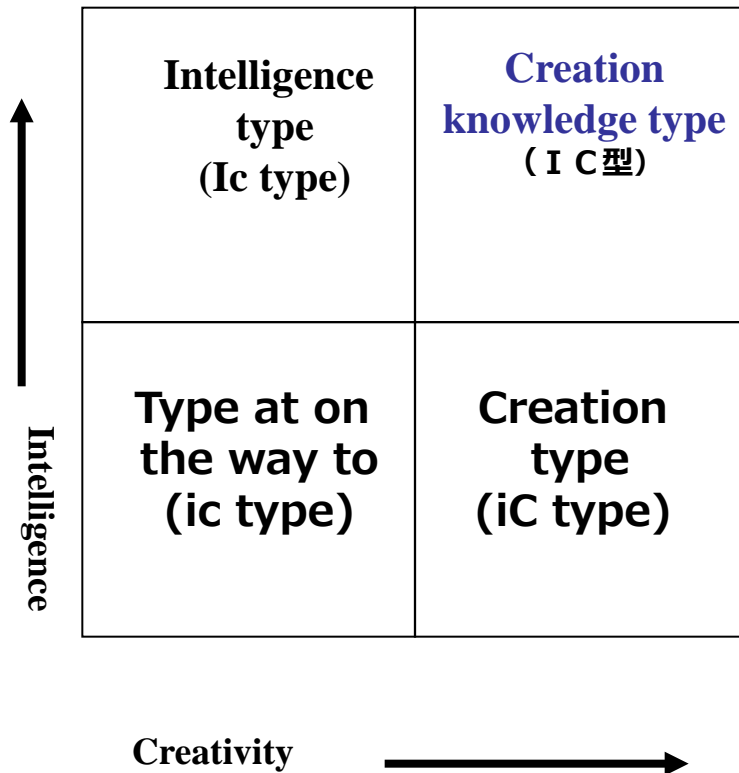
**Creation man's
ability and character**

"Ability" and "Character" are necessary for creation man.



〈Creativity and intelligence〉

〔The creation type is an ideal. 〕



1. When creativity is high, the possibility of making a high achievement is high in the childhood.

2. 25 years old does "Decline" from 45-years old time to intelligence by the peak.

3. Creativity expands by even aged.

4. The creation type can be called an ideal type by a high achievement according to another type.

1 . The probability of the child with a high creativity test of becoming a person such as an entrepreneur, an inventor, an university president, a brother of the quill, a doctor, diplomats, and soft developer who produces achievements is high.

〈Followup study on garnet mirror〉

2 . The correlations of a life and creative achievement and the creativity test of the childhood are three times the IQ test.

〈Jonathan Blatter's followup study〉

〈Pursuit of Torrance type creativity test〉

After 1950、Result of creativity test and IQ test of 500,000 people or more (adult object person) for 60 years

(「How to forge creativity that science reveals」N e w s W e e k Japanese version、2010. 7.28)

Creative character : Torrance 6 element

- 1.It is confidence to my conviction.
- 2.It is curious.
- 3.It decides arbitrarily by an original judgment.
- 4.It is absorbed in work continuing.
- 5.Danger is not assumed to be the one.
- 6.The authority's judgment is not accepted.

【Genius】

Creativity of special talent

VS

Creativity that invents new value
that reforms society

【General person】

Creativity of self-actualization

Creativity that invents new value
for the individual

→Man has peculiar creativity to anyone.

The individual variation and the field difference of creativity are greater than that of intelligence.

1. The individual variation of creativity is larger than that of intelligence.

2. The demonstrating age of creativity has the field difference (H.C . Lehmann's research).
 - Field of natural science
 - Chemistry: 30 years old from 26 years old
 - Physics, botany, mathematics, and electronics: 30-34 years old
 - Physical geography, astronomy, and physiology: 35-39 years old
 - Field of social science
 - Politics, economics, and psychology: 30-39 years old
 - General philosophy, logic, and ethics and aesthetics: 35-39 years old
 - Social philosophy: 36-44 years old

3. The originality of the person with a lot of production (amount)(quality) tends to be also high, and there are a lot of excellent work people in the prolific worker.

III.

Procedure of creation

From the problem to the problem solving

- What is the problem?

:It is a difference between the target and the current state.

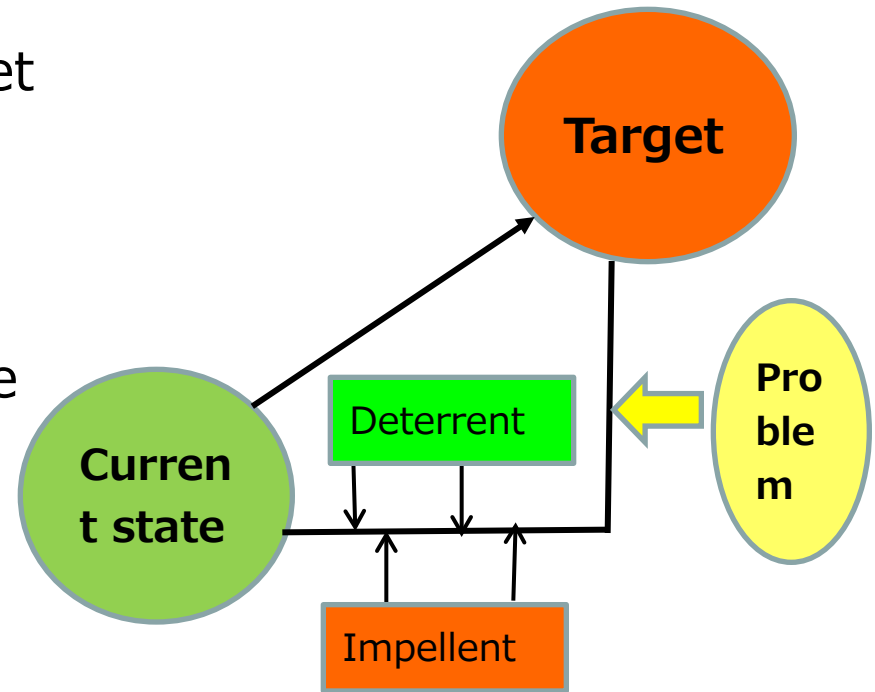
- To the problem

:Generation type and discovery type

:Answer type and a lot of only answer types

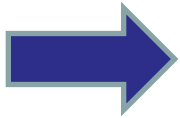
- What is the problem solving?

:Bring it close aiming at the current state.



Importance of awareness of the issues

1. The problem is squeezed and it has the awareness of the issues.
2. The awareness of the issues scratches for information.
3. The awareness of the issues gives birth to the discovery.



Because the serendipity (casual discovery) has the awareness of the issues, it is born.

1. Development of fountain pen that doesn't leak ink

Because the ink of the fountain pen to be used to sign the contract flowed, salesman and L Waterman in the United States was embarrassed.

→Development of Waterman fountain pen

2. Development of TelePrompTer

Actor F . Burton in the United States was not good at the remembrance of the serif.

→Development of TelePrompTer

3. Development of cowpox vaccination method

Doctor E Jenner in Britain heard the story of "Milking was without relation in smallpox" and local.

→Development of method of vaccinating weak cowpox and applying immunity

◆ Four stage theory of Warasu

1. Preparation
(consideration)
2. Warming
3. Flashing
4. Verification

Procedure of creation

◆ Five stage theory of CPSI (Creative Problem Solving Institute)

1. **F A C T**

F i n d i n g
(fact discovery)

2. **P R O B L E M**

F i n d i n g
(problem discovery)

3. **I D E A**

F i n d i n g
(idea discovery)

4. **S O L U T I O N**

F i n d i n g
(solution discovery)

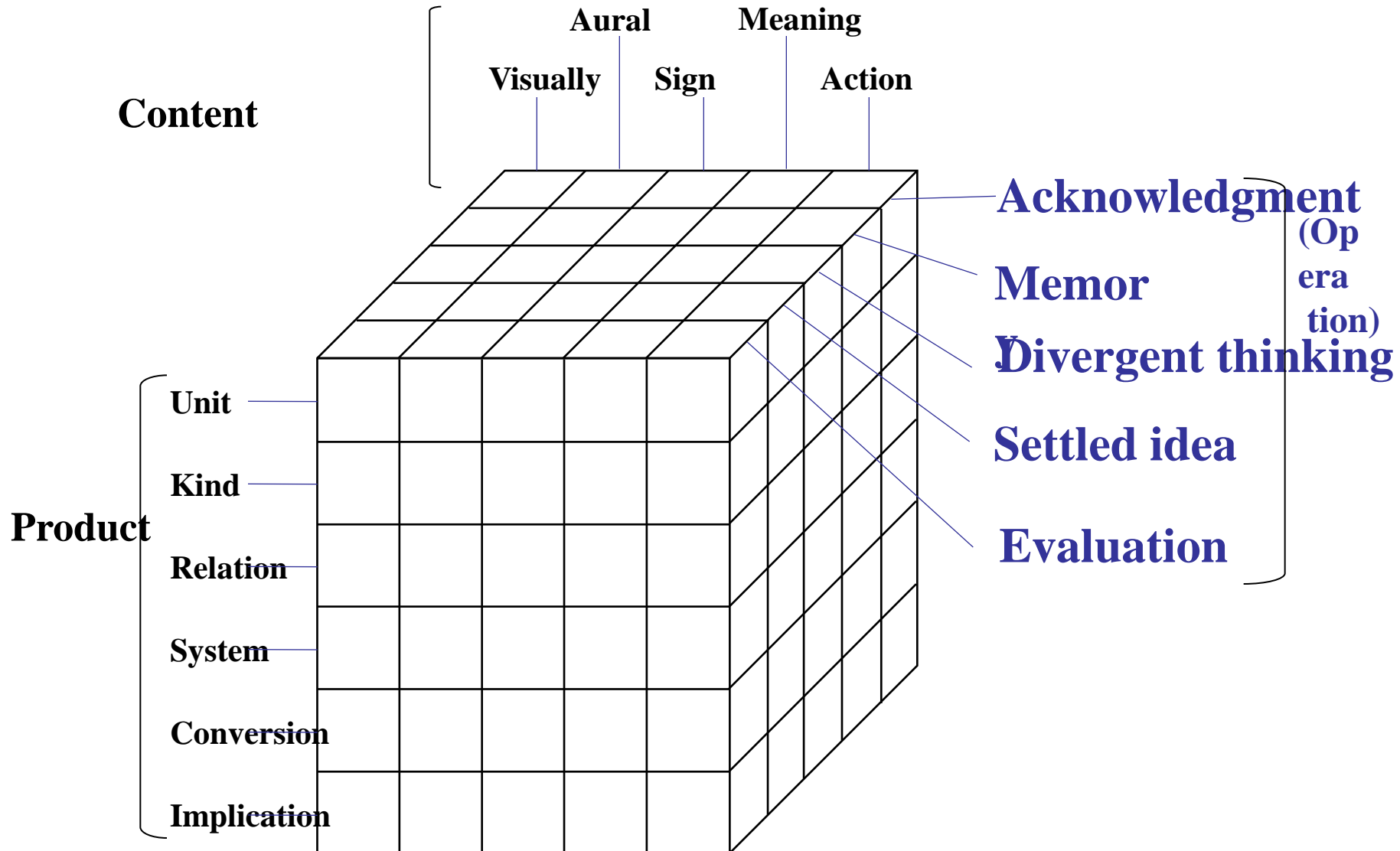
5. **A C C E P T A N C E**

F i n d i n g
(adjustment
discovery)

IV.

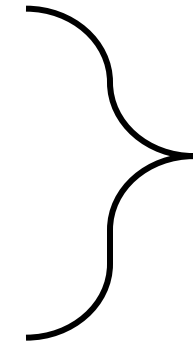
Idea of creation

Intelligence model of Guilford



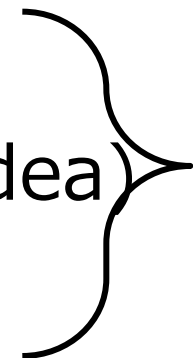
Four judgment item of creation idea of Guilford

1. Fluency (speed of idea)
2. Flexibility (area of idea)

A large right-facing curly bracket grouping the first two items.

Element
Of
conception

3. Originality (originality of idea)
4. Concreteness (concreteness of idea)

A large right-facing curly bracket grouping the last two items.

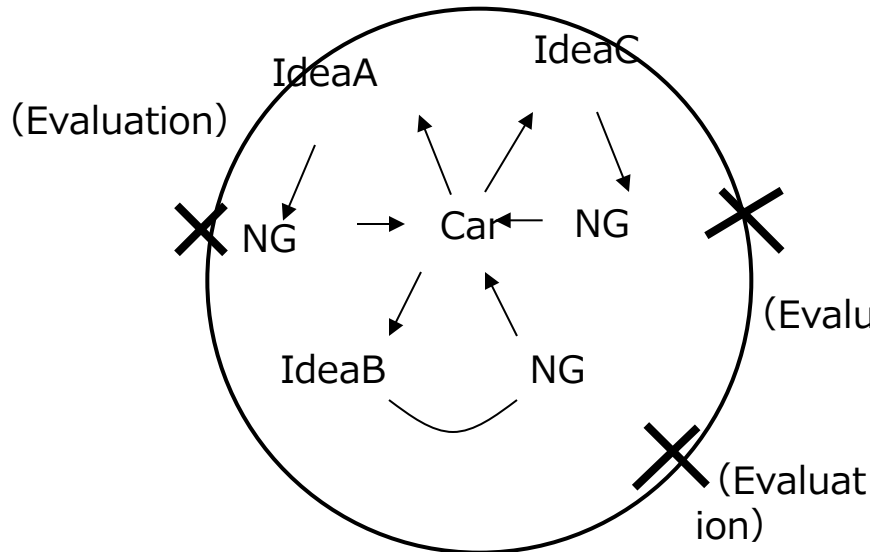
Element
of use

The emanation and settling are divided in the creation idea.

◆ Round trip idea

① Amateur diver idea

It dives in the sea, only the shellfish that seems to be able to eat is chosen, and it picks it up.

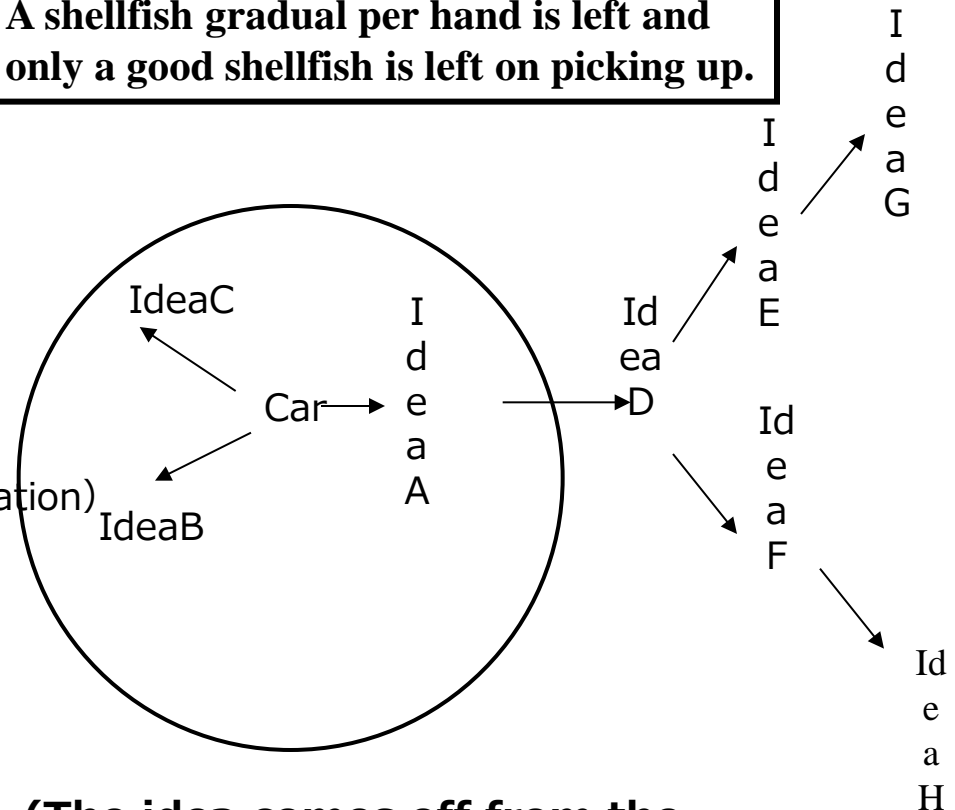


(With this, only the idea of the narrow scope goes out.)

◆ Emanation idea

② Woman diver idea

A shellfish gradual per hand is left and only a good shellfish is left on picking up.



(The idea comes off from the imagination, and extend greatly if it is this.)

Five rules of emanation idea

- (1) Judgment postponement It is judged to be neither goodness nor bad.
- (2) Free You may do what remark.
- (3) A large amount of conception First of all, it thinks about in large quantities nor the quality.
- (4) Wide angle conception The idea is greatly multilaterally expanded.
- (5) Uniting development It thinks by tying toward an existing remark.

【Note】 (1) (2) (3) (5) Rule of BS method

Effect of five conception idea rule use

| Conception Order | Fluency | | Flexibility | | Originality | |
|--|------------|---------|-------------|---------|-------------|---------|
| | Total | Average | Total | Average | Total | Average |
| The first | 409 | 6.2 | 295 | 4.5 | 85 | 1.3 |
| The second | 536 | 8.1 | 430 | 6.5 | 137 | 2.1 |
| Difference between the first time and the second times | *** 1.9 | | *** 2.0 | | *** 0.8 | |

◆ 66 testees

*** P < 0.01 *** P < 0.001

(1998.9 The 20th rally is announced. From the Makoto Takahashi thesis)

◆ **Experiment : The conference is executed for one hour by two methods. / Five times for each**

● **Method 1 Discussion conference**

The conference is executed for one hour by a usual discussion type.



The number of ideas averages. 1 8

● **Method 2 Creation conference**

BS method (for 30 minutes)→Possession point evaluation (Ten minutes)
→Decision discussion (20 minutes)



The number of ideas averages. 6 5

(2010 Makoto Takahashi Execution)

V.

Technique of creation

Four classifications of creation technique

1. Emanation technique

- 1) Free association technique (Brainstorm brain writing mind map)
- 2) Compulsion association method (Check list method, form analysis method, and matrix method and others)
- 3) Conception of ..belonging.. ratio method (Gordon method, synectics method, and NM method and others)

2. Settling technique

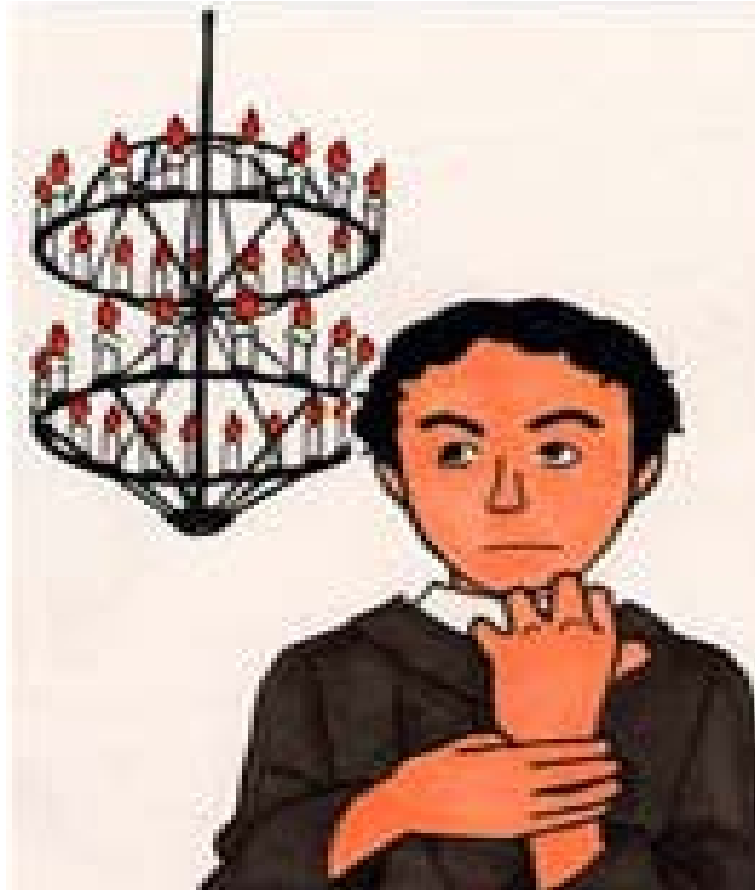
- 1) Space type method (KJ method, block method, and crossing method and others)
- 2) Affiliated type method (PERT method, story method, and cause and effect diagram method and others)
- 3) Evaluation method (Paired comparison test and possession point evaluation method and others)

3. Integrated technique (Highbridge method, work design method, TRIZ method, and design idea and others)

- ## 4. Attitude technique
- 1) Meditation type method (Meditation method, autonomous training method, zen, and Yoga and others)
 - 2) Exchange type method (TA method (transactional analysis) and encounter group and others)
 - 3) Play type method (Psychodrama and role play•CreativeDramaAnother)

Case with free association – Isochronism theory

Galileo <The shake of the lamp of the cathedral in Pisa is seen,
and the isochronism of the pendulum is discovered. >



Free association technique – Brainstorm (BS)

(Osborne's design)

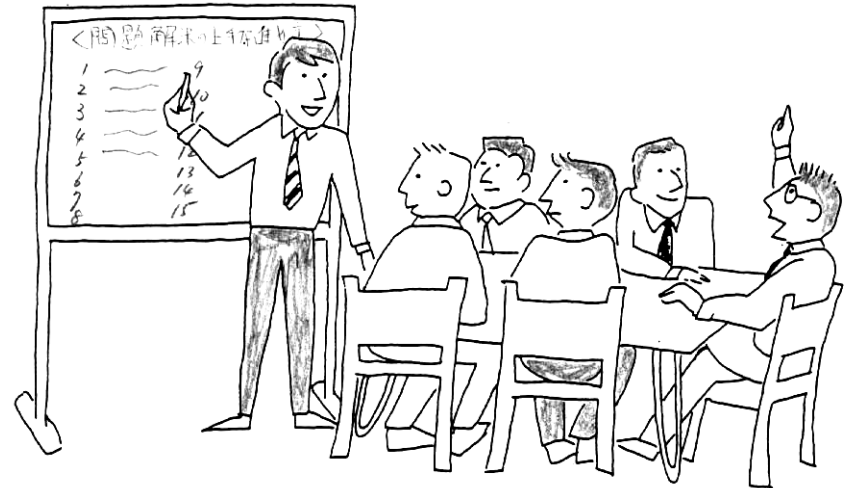
1. Outline of technique : Mother of emanation technique. It is born in the public relations firm in the United States, and has spread to the world.

2. Rule

- (1) Criticism strict prohibition
(judgment postponement)
- (2) Free
- (3) Amount from quality (a large amount of conception)
- (4) Uniting improvement

3. How to advance it

- (1) The theme is made concrete in detail.
- (2) The leader records all the remarks.
- (3) The key word is made the best use of and summarized.
- (4) Members are about 5-8 people.
- (5) Time is about 1-2 hours.

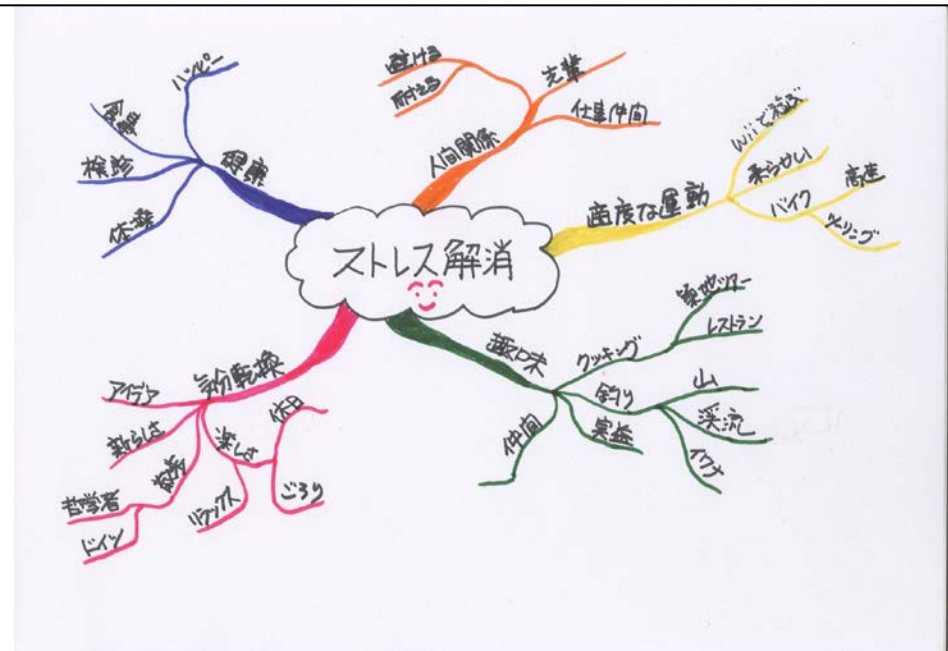


1. Outline of technique

- 1)The conception is freely expanded by association.
- 2)The extension and the relation of the conception are seen in the list.
- 3)It can enjoy conceiving by making it more attractive.

2. How to advance it

- 1)The theme is written at the center (Draw).
- 2)The subtheme is radially expanded from the center like the branch.
- 3)An important word and the image that relates to the branch are associated.



1. Outline of technique : It is a technique that facilitates postprocessing with a card as for the brain writing method.

2. How to advance it

- (1) Post-it is put on the A4 seat.
- (2) Each theme is written up.
- (3) All members fill in three ideas to the first row.
- (4) When time comes, the seat is passed to the person on the left side.
- (note) ① Even if it has not finished writing three ideas, it spends when time comes.
- ② It fills it in if it finishes writing by three ideas in time, and there is a unrecord column up.
- (5) All members are filling in <Repeat as follows > in the second row three ideas

<Card BW method and seat>

| Theme (| |) |
|---------|--|---|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

<How to advance card BW method>



Case with compulsion association – Othello game

Goro Hasegawa <It is an original idea getting a hint from the becoming it horse of Japanese chess as for "Othello". >



Case with compulsion association– My French

It made it to the small amount by a high quality getting a hint from the high-level French and the standing drinking house.
(Price of about 1/3)



BISTRO
俺のフレンチ

< method >

1. The shop it is is used.
2. The menu is left to the first class chef.
3. It is ..doing.. a large amount of guest three times of the turnover ratio.
4. It does and is low-priced 60% of the present value rate.
5. The menu is squeezed, and cooking is rationalized.



1. Outline of technique

It ties variously compulsorily and it conceives it. "Conception checklist"

2. Example : Nine checklists of Osborne (example of desk lamp)

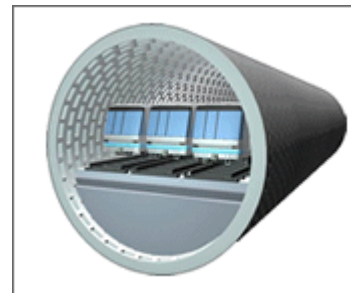
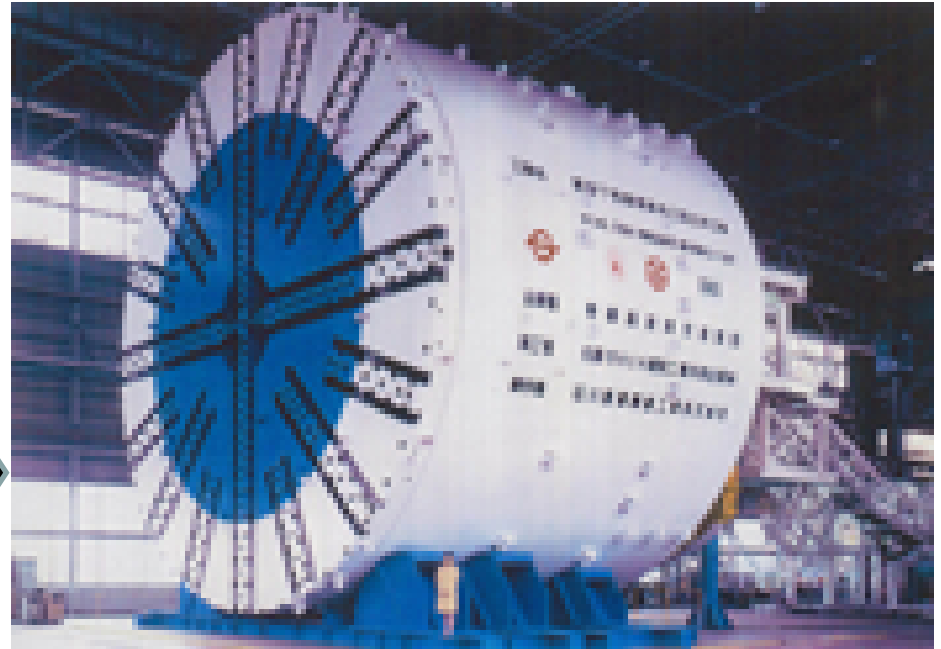
1. Diversion to another.....Type of book bookrest using combinedly
2. Application from another...Bookends type stand
3. **When changing**.....The one that smell goes out because of heat when lighting
4. **When expanding**.....Floor putting caster addition stand
5. **When you reduce**.....Mini stand of kokeshi doll type
6. **When substituting it**.....Angle free stand of shape-memory alloy
7. **The re-array**.....The lamp is possible also by the fluorescent lamp and LED.
8. **When reversing it**.....Put the source of light, and to the mood lighting below
9. **When uniting**.....With switch that can be blinked by voice

〈Shipworm〉



The companion of the shellfish of a long and slender body digs up the hole and eats the tree of driftwood and a wooden ship. The tree is planed by a hard shell the body ahead, the secretion liquid is put out from the mouth, and it advances while hardening the inner wall of the hole.

〈Shield machine〉



Case with similar conception

◆ **Shark → bathing suit**

: The resistance of water of shark's skin is a little.

◆ **Beehive → corrugated cardboard and aircraft wing**

: The beehive is light, and is strong in six corner type (honeycomb structure).

◆ **Snail → tile and toilet** (Beautifully in being washing in clear water)

: Dirt doesn't adhere easily to snail's husk.

◆ **Kingfisher → Shinkansen 500 factions** (Impact in tunnel)

: The kingfisher can dive into the water at a speed of 100km per hour.

Example < new rainwear >


1. Solution target

For within 300g portable and adults

2. Similar conception

(1)DA

(immediately and resemblance)

| Resemblance | Basket worm | Eyebrow | Wet suit |
|-------------|---|---|---|
| Hint |  <p>With [kyu] on and under It presses it.</p> | <p>[Suppori] enters from the head. Method</p> | <p>Rain ..fit body it.. [fusegu] (rubber system material)</p> |

(2)PA

(pseudohumanity and resemblance)

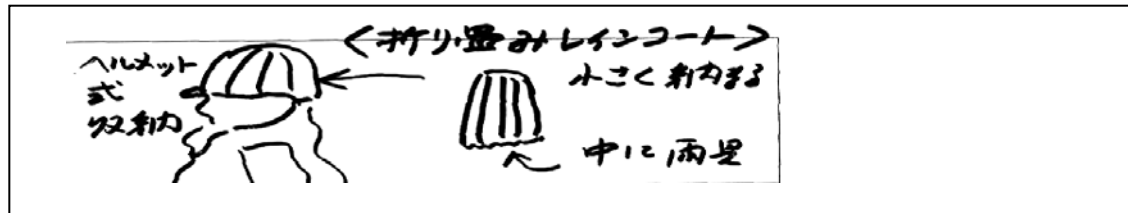
| | |
|------|---|
| Hint | <p>I become a rainwear. It is imagined that an ideal rainwear is worn or now.</p> |
|------|---|

(3)SA

(symbolical and resemblance)

| Symbol | Compact | Angel's clothes |
|--------|------------------------|--------------------------------------|
| Hint | <p>Pocketable size</p> | <p>Material that doesn't crumple</p> |

3. Solution



Similar conception method NM method

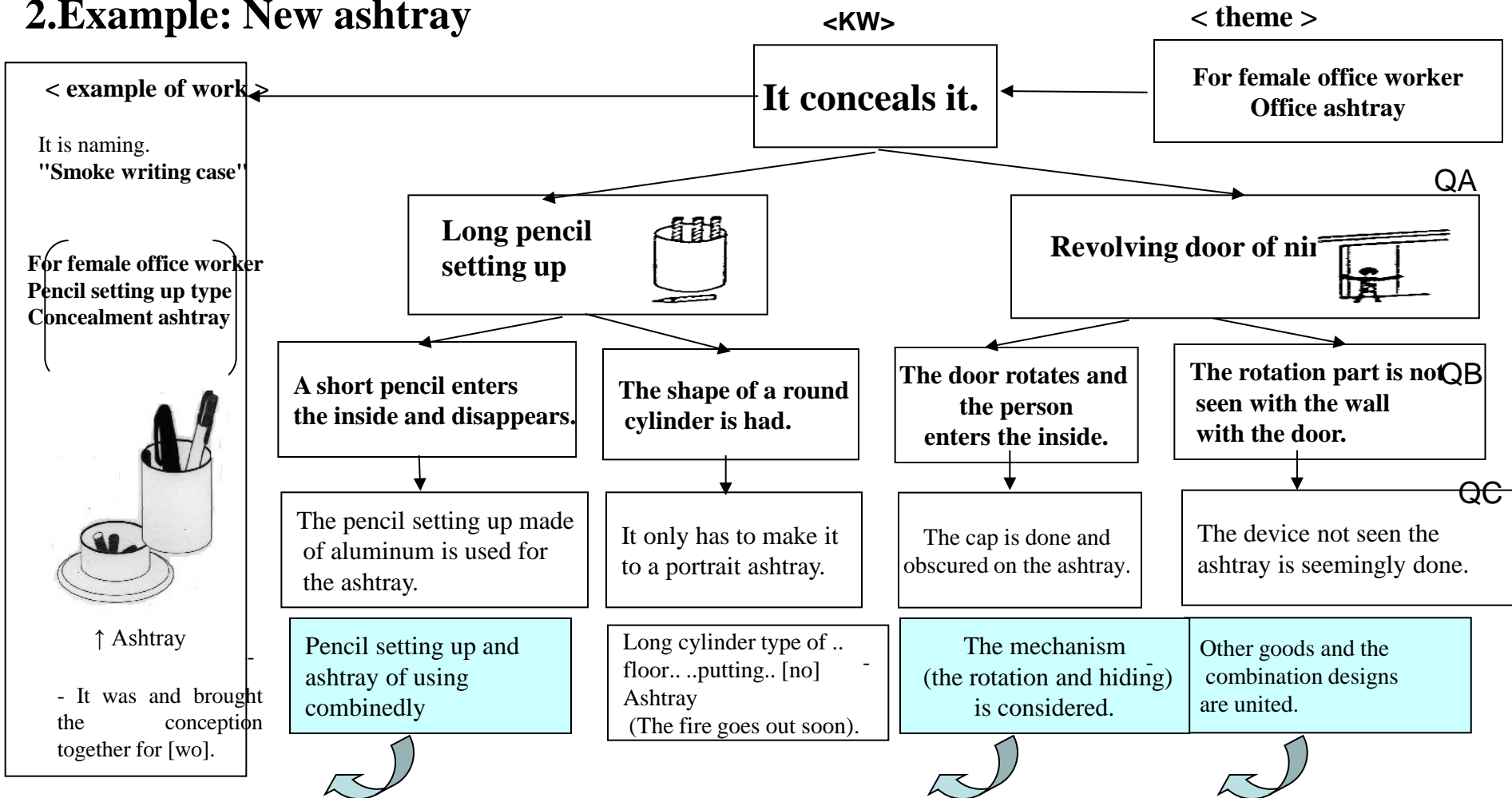
(design of Masakazu Nakayama)



1. Outline of technique

It designed it so that Masakazu Nakayama in the synectics laboratory might effectively invent it.
Typical, similar conception method of Japan that opposes synectics from the United States.

2. Example: New ashtray



1. Outline of technique

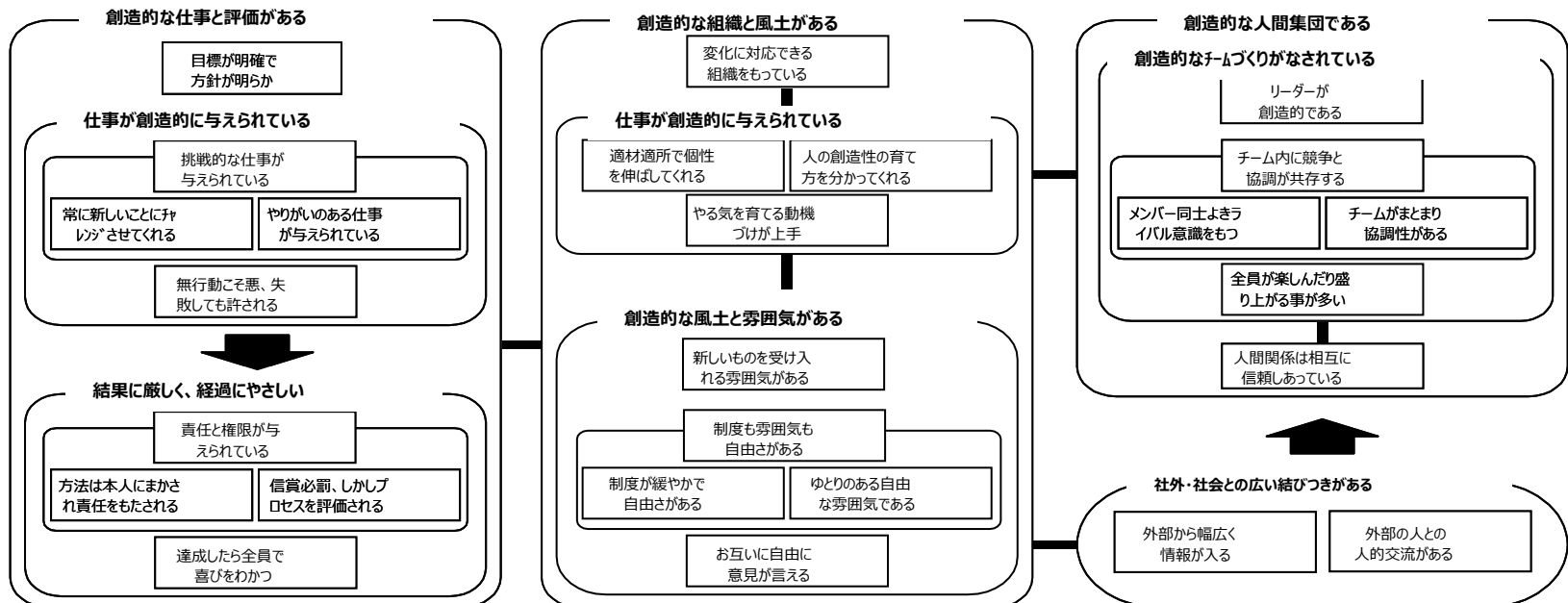
It designed it so that cultural anthropologist's Jiro Kawakita might bring the site investigation together.

Representative technique for consolidating conception with card.

2. How to advance it

- (1) Data is made a card.
- (2) Cards that the content essentially looks like are collected.
- (3) The title is applied to each card group.
- (4) It brings it together in a high-ranking group one after another.
- (5) A figure is drawn to the thick paper.
- (6) The drawing is announced and it makes it to sentences.

《What are the creative job and the office?》



Settling technique and space type block method

(design of Makoto Takahashi)



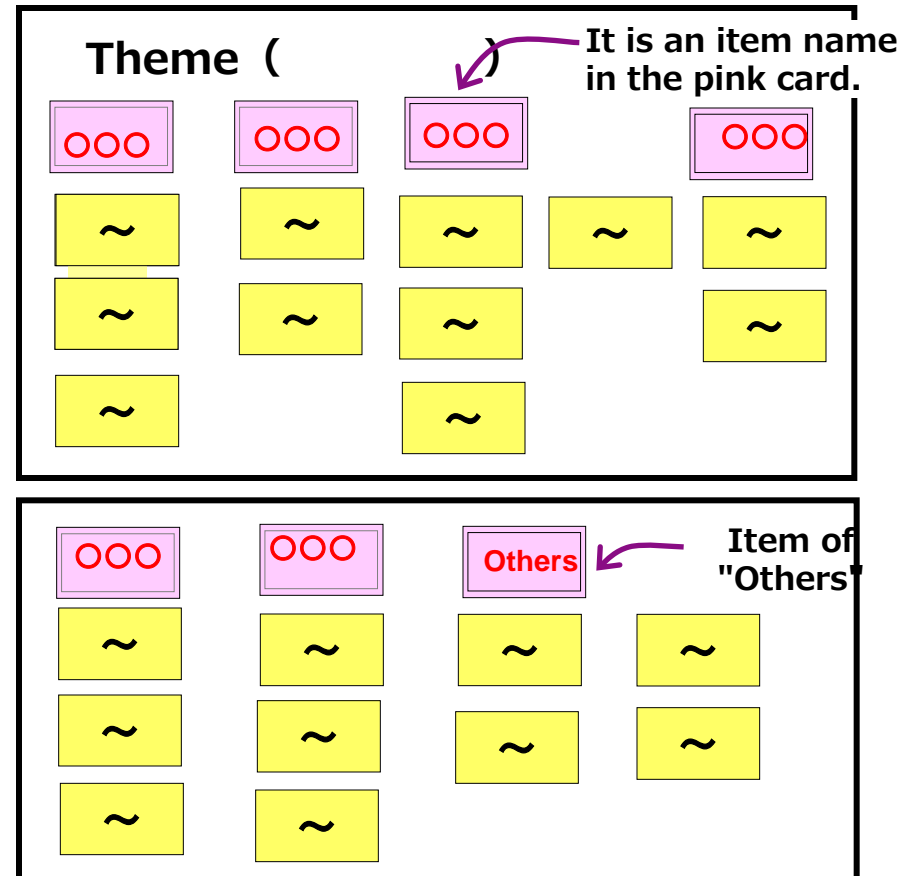
1. Outline of technique

Speed settling technique for integrating a large amount of data (information and idea) by all members after evenly it distributes, and each one classifies similar data in member. It is suitable for being bring a large amount of data together in a short time.

2. How to advance it

- (1) The card that fills in the idea is evenly distributed to everybody, and it pastes it to personal paper.
- (2) Each one collects cards that look alike, and makes some classifications.
- (3) The classification is sequentially put out to a whole form one by one.
- (4) Other people put it out if there is a card that looks alike to the classification.
- (5) The person who puts out the classification writes the item name of the classification on the pink card.
- (6) The item of "Others" is made.
- (7) Hereafter, it continues until the card is lost.
- (8) All cards are pasted to the form.

<Whole card>

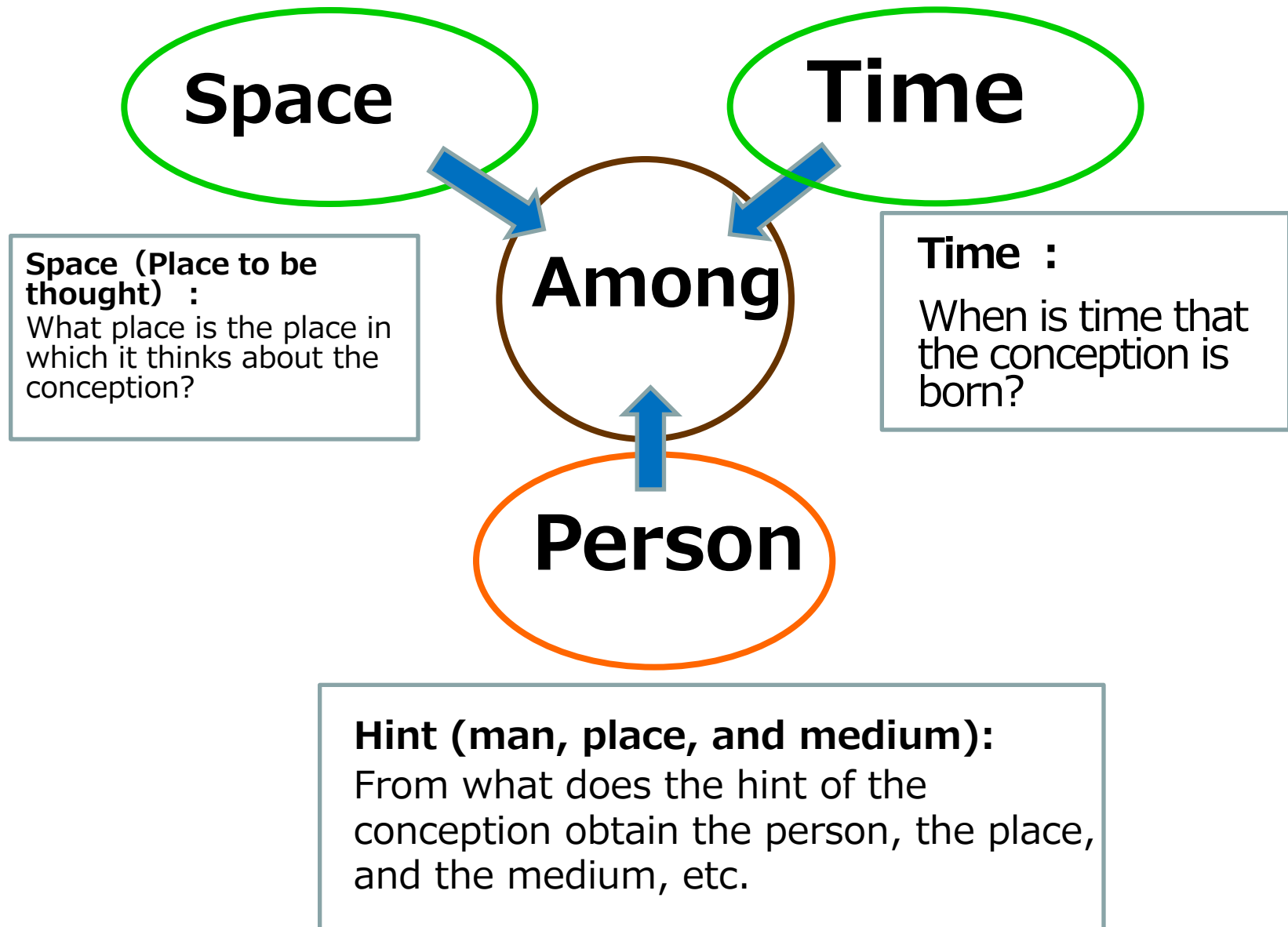


VI.

Moment of conception

(Time, space, and hint)

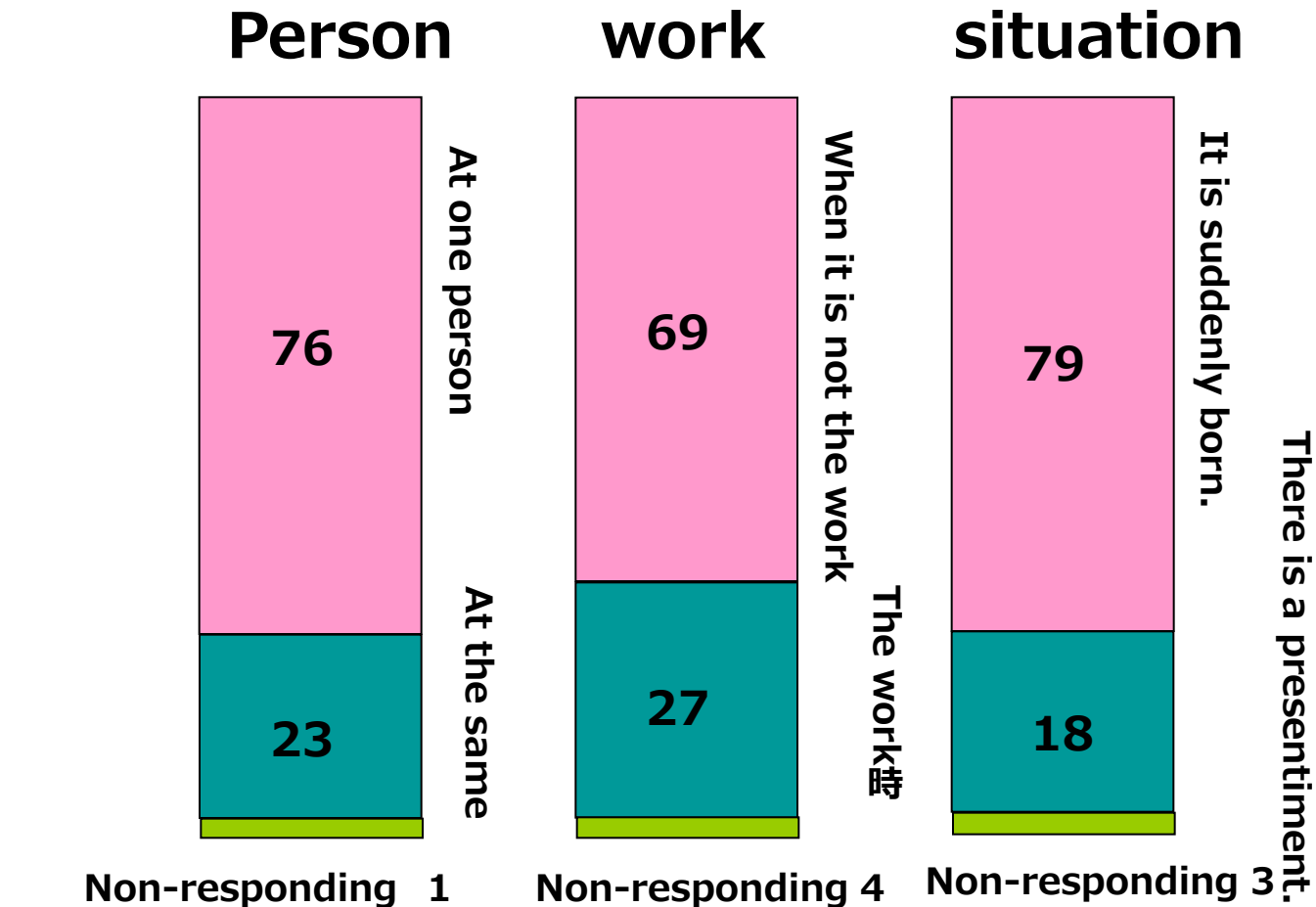
It is born from "Between three" momentarily of the conception.



Momentarily of the idea conception

◆ The idea

"One person", "It is not the work", and "Suddenly"
It is born.



(2004 Soken investigation)

◆What is the serendipity? (Koujien)

"Ability to discover the unexpected one by chance" that three princes of serendipity (Ceylon) had

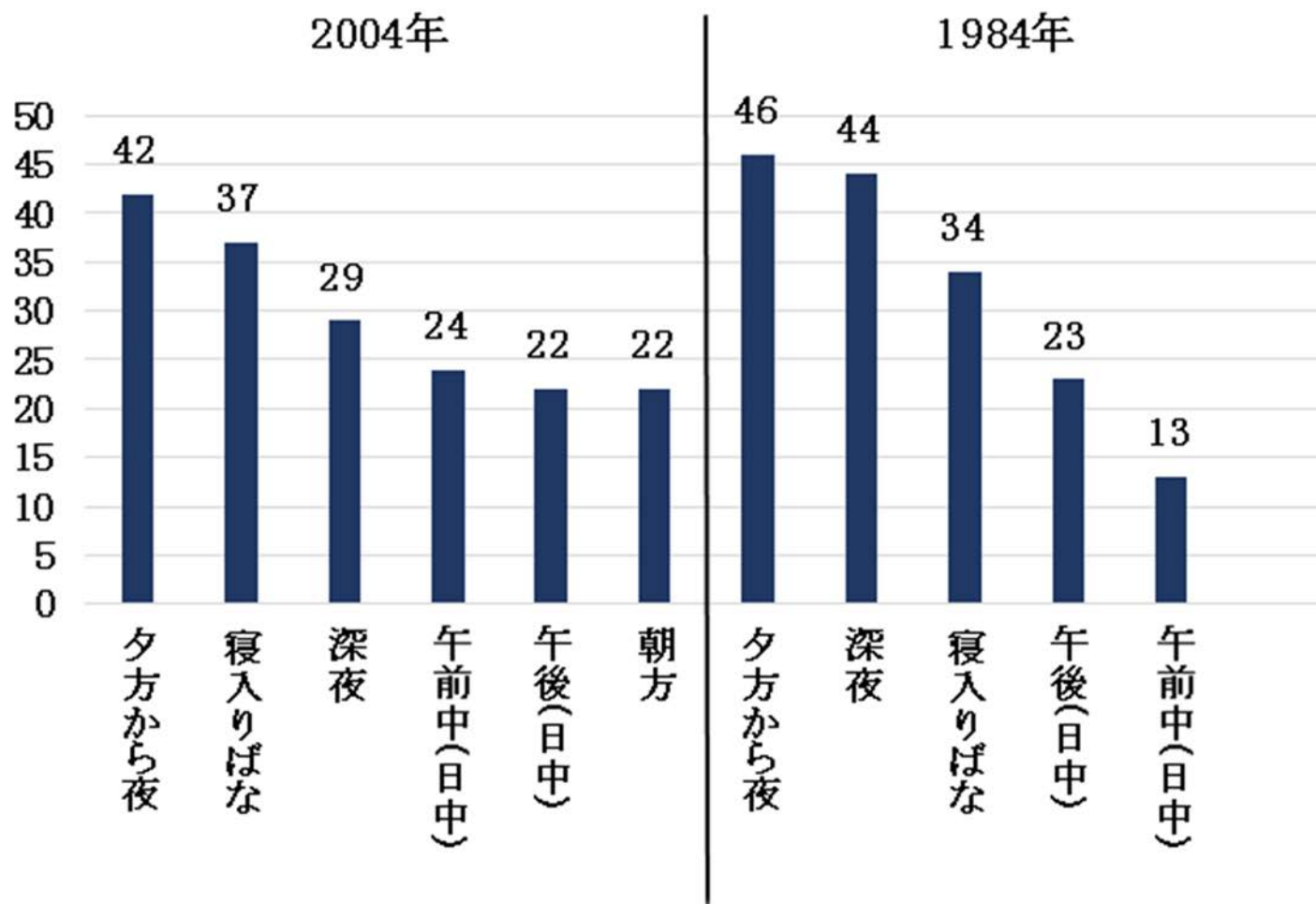
◆Case :

- Gutenberg"Type" (The woodcut for the print is asunder.)
- Alexander Fleming"Penicillin"
- Art fly of 3M company"Post-it"
- Koichi Tanaka of Shimadzu Corporation「Elimination ion making method with soft laser」

Time of conception

Time of idea birth—Night

アイデアが生まれるのはいつが多いですか(%)



(創研調査1984/2004年)

◆ Time of conception・Four country comparison investigation

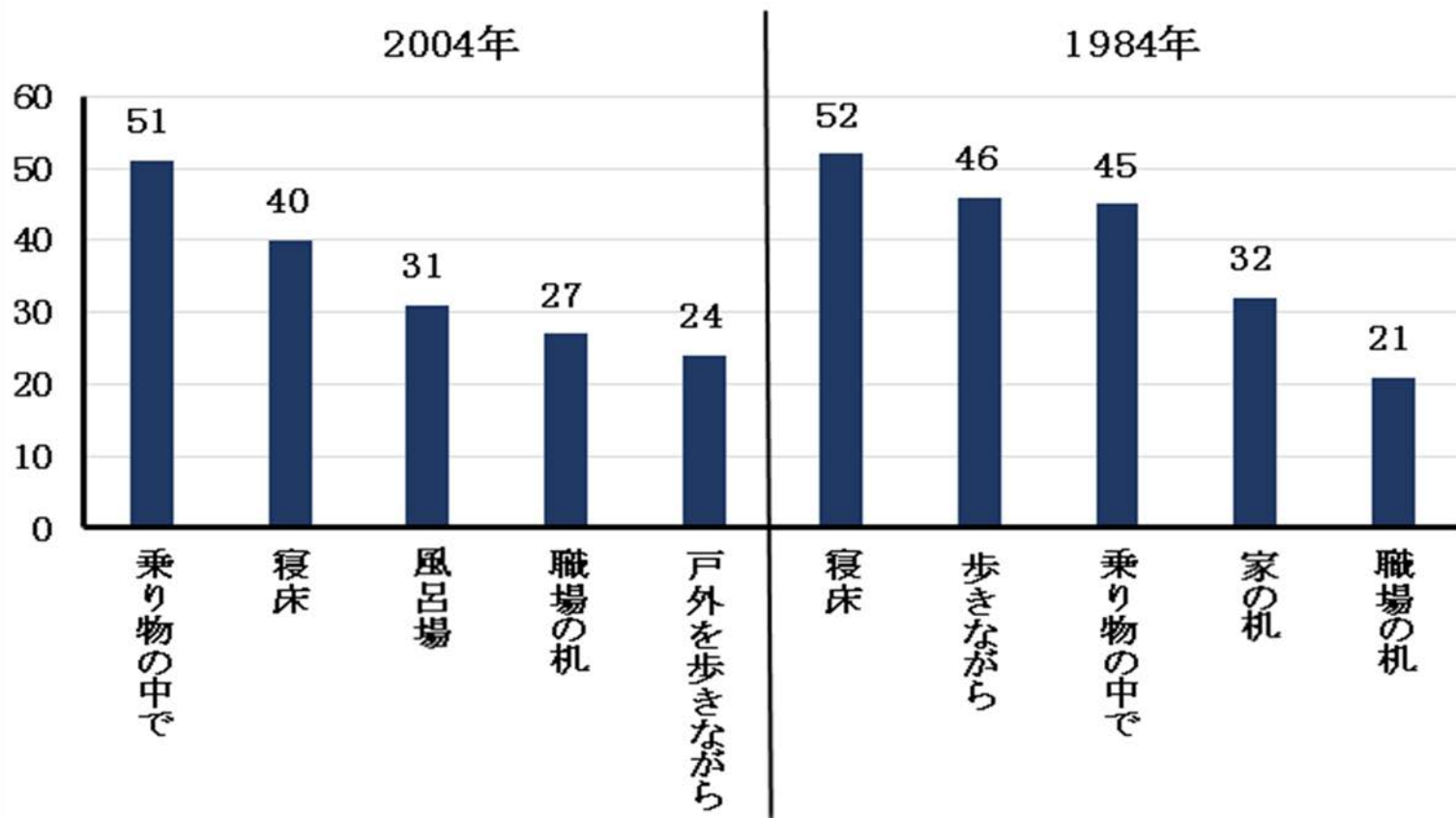
(%)

| | 日本 | 韓国 | 米国 | ドイツ |
|----|----|----|----|-----|
| 朝方 | 11 | 30 | 34 | 27 |
| 日中 | 21 | 24 | 12 | 22 |
| 夜 | 68 | 46 | 54 | 51 |

(創研調査1984年)

**Space of conception
(place to be thought)**

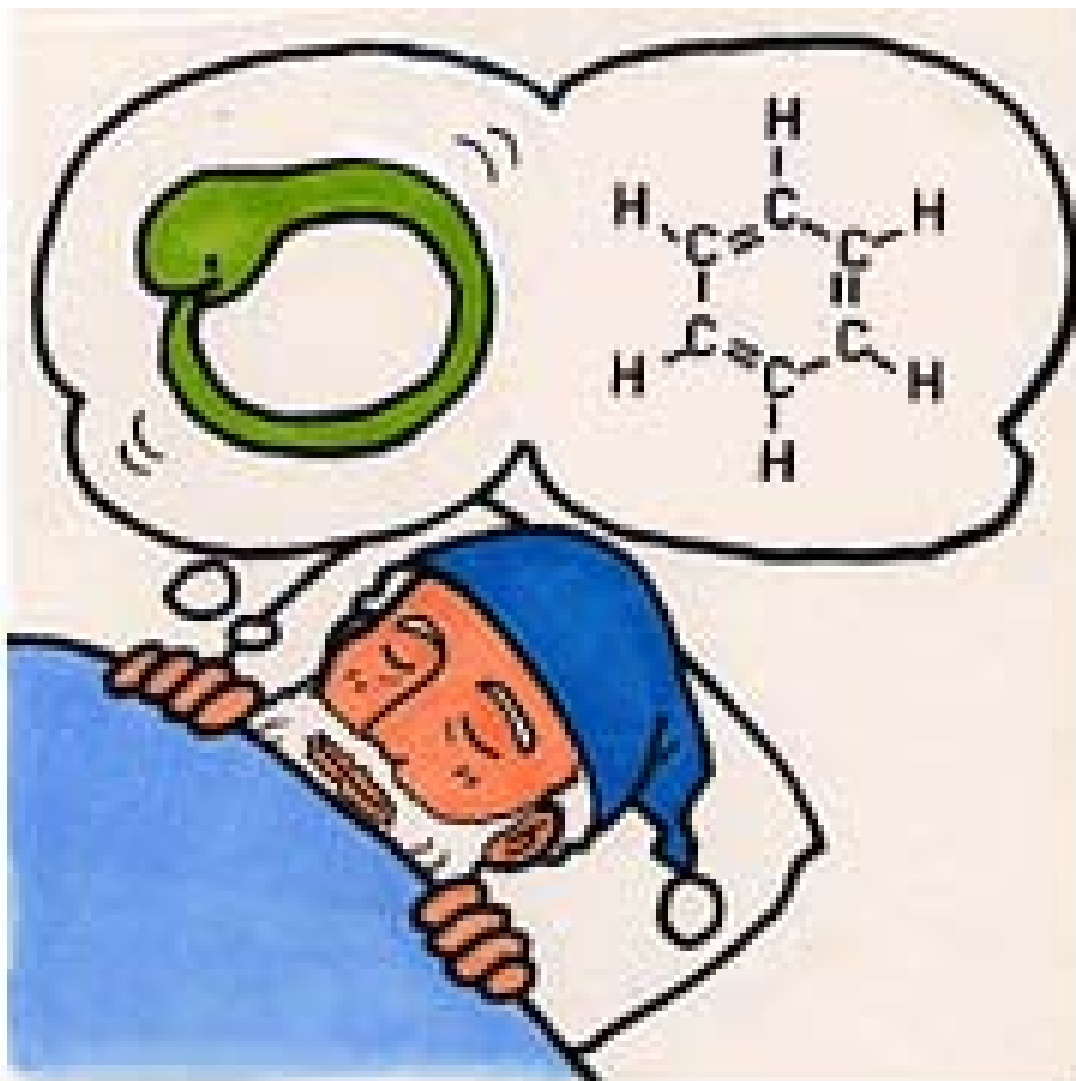
アイデアを考えるのに適した場所は(%)



(創研調査1984/2004年)

Space of conception – It is sleeping.

Kekule <The structural formula of benzene is discovered from the snake. >



Space of conception – Pawn inside

Ford <In the manufacturing revolution of the car,
"Dismantlement of the cow" is a hint. >



Space of conception – In the car

- ◆ Seicho Matsumoto「Commuter train」

 - Masterpiece "Point and line" etc. are designed.

- ◆ Atsushi Mori「Yamanote line of the first train」

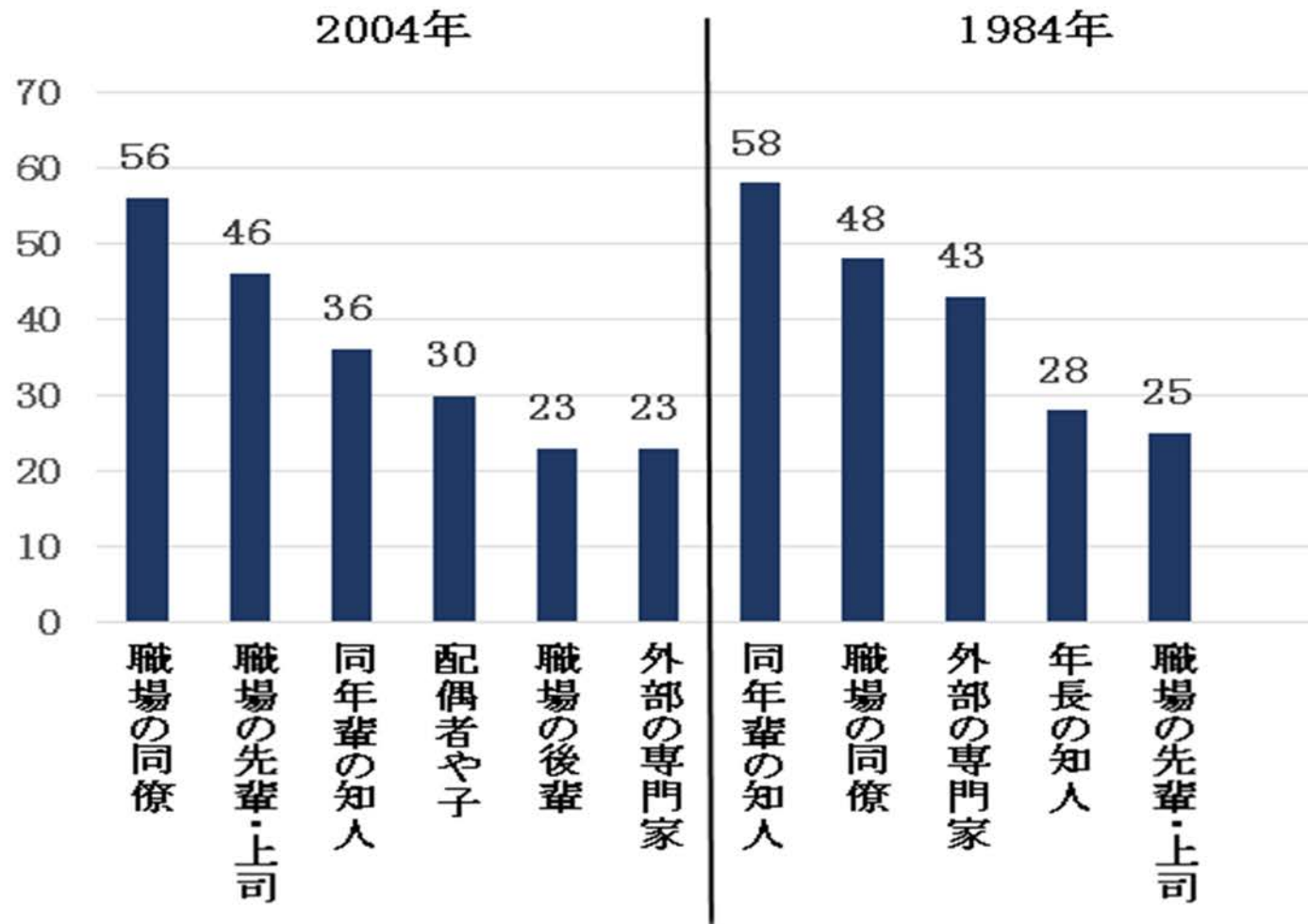
 - "Gassan" writing of Akutagawa Literary Award winning

- ◆ Maris's PCR

 - Polymerase chain reaction

Hint of conception
Person, place,
and medium

アイデアのヒント探しのため、意識して話をする人は(%)



- Santa Fe Institute

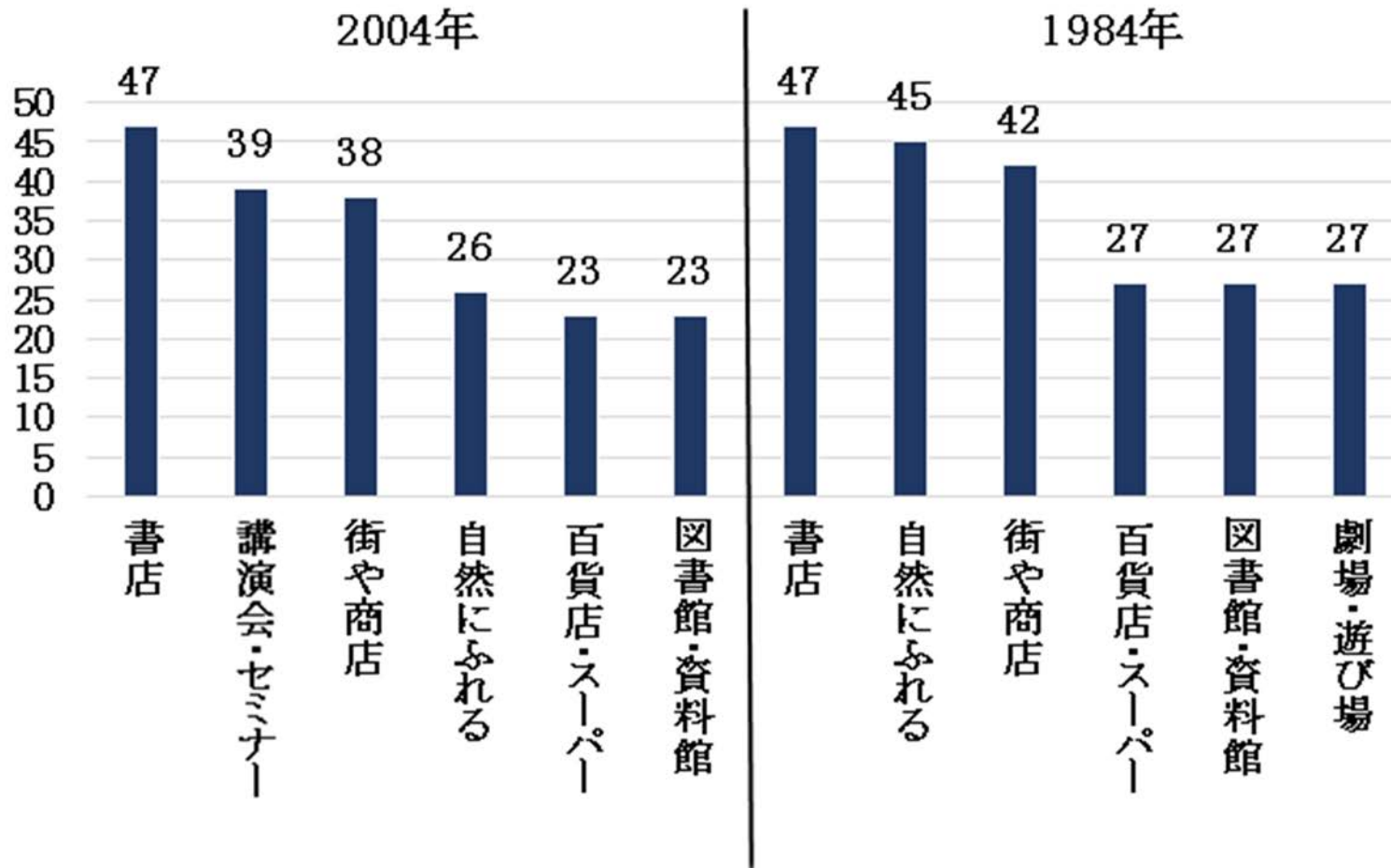
(Dr. Goldberg head's story)

→ Discussion of the researcher in quite different region of research

(Example) Economist and immunologist

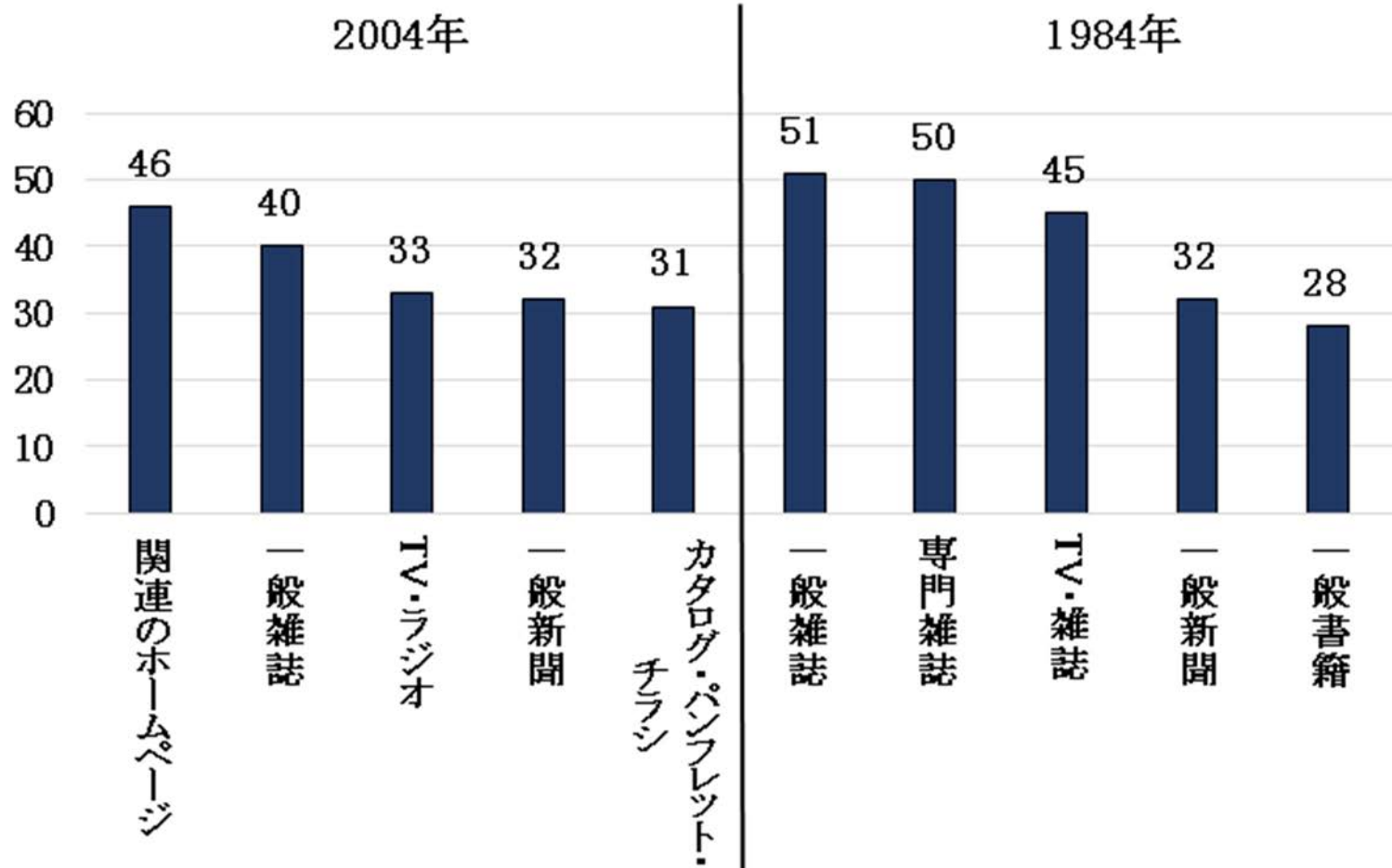
Place in which it looks for idea—Bookstore

自宅や職場以外でアイデアのヒントを探しに行く 場所は(%)



Medium that looks for idea—Net

アイデアのヒントを探す媒体は(%)



- ① Employee invention system
- ② Proposal system
- ③ Challenge human affairs system
- ④ 15% rule
- ⑤ Teleworking system
- ⑥ Flex system

The creation is promoted by "Five favors".

◆The creation: **Intention** ▶ **Idea** ▶ **Four ideas** ▶ **Trial** ▶ **Enforcement**

Intention ·····The problem is decided.

Idea ·····It thinks by the head.

**Four
ideas**

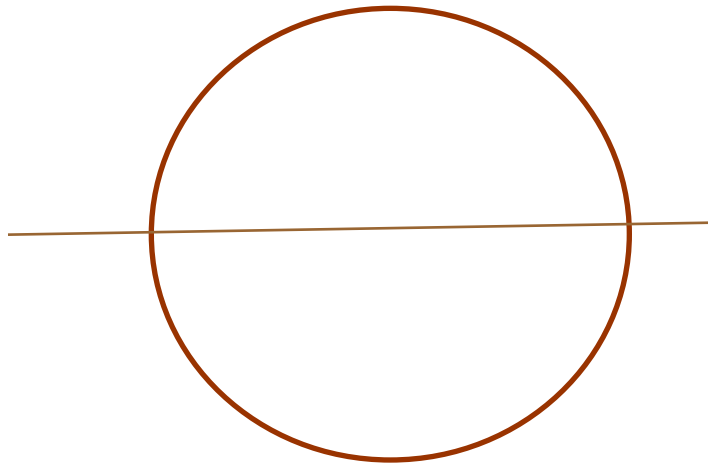
1. **It thinks by the mind.** ···It feels it by the mind.
2. **It thinks by the hand.** ···The hand is moved.
3. **It thinks by the foot.** ···It experiences by the foot.
4. **It thinks by the mouth.** ···It learns from the conversation.

Trial ·····It tries.

Enforcement ·····It executes it.

(1) Conceptual Blocks

⇒ Where is "10" of ten yen gem?



● From the center

| | |
|-------------|----------|
| On | |
| On a little | |
| Center | |
| The under | a little |
| The under | |

(2) Cultural Blocks

⇒ Success in Fuji Photo Film

(3) Emotional Blocks

⇒ The person worries about others.

【Book of reference】

〈Knowledge of solution〉

1. Basic text of problem solving technique
 - ①What is the problem? ②Procedure of problem solving ③22 problem solving techniques
 - ④The problem solving actually ⑤What should be of information arrangement
 - ⑥Problem solving of group
2. Author Makoto Takahashi
3. Nikkei new book (830 yen + tax)

〈Illustration. Solution power〉

1. Illustration text of creativity development
 - ①What is creativity? ②Procedure of problem solving ③Idea of creativity
 - ④Creation technique introduction–18 techniques ⑤Development of creativity
2. Author Makoto Takahashi
3. Department technological publisher of day and issue (1900 yen + tax)

〈Creativity cyclopedia〉

1. Cyclopedia put together overall for creativity
 - ①What is creativity? ②Moment of creation of genius ③Creativity of business
 - ④Outline of creation technique ⑤88 creation technique methods
 - ⑥Basic term of creativity
2. Author Makoto Takahashi
3. Japan Scientific Technique Federation Publishers and issue (6500 yen + tax)

END

Thank you for listening.