



# The Creative Code: The Mysteries of the Creative World Revealed

By Noam Manella

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*The Creative Code* is a fascinating attempt to crack the elusive term "creativity". This book investigates those things which we define as creative and examines why they are conceived as such. The discoveries are presented by beautiful creative approaches, that were taken from the works of the greatest artists coming from a variety of fields such as photography, illustration, painting, advertising, literature etc. Throughout this book, the reader is challenged by tasks and exercises in order to experience the material by himself.

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## **The Creative Code: The Mysteries of the Creative World Revealed By Noam Manella Bibliography**

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#### **About the Author**

Noam Manella: researcher, advisor and lecturer on Attention Management and Creativity. Formerly creative and strategy director at the global advertising network Young and Rubicam.

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