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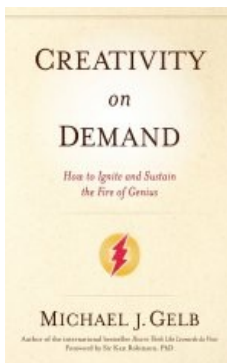
## NEWS: LAUNCH OF NEW BOOK BY BUSINESS PARTNER, MICHAEL GELB.

You may be familiar with Michael Gelb through his New York Times bestseller *How to Think Like Leonardo da Vinci* (1998). Michael has just released a new book *Creativity On Demand: How to Ignite and Sustain the Fire of Genius* and I feel that it is his most powerful work yet.

Michael is also an aikido sensei, an experienced practitioner of yoga, and a gifted teacher of qigong and tai chi. In preparing for this book, he brought these passions together by interviewing many of the world's leading masters of these internal energy arts. He asked, "What is your most powerful practice that the average person can do in 20 minutes or less to empower their creative energy?" Michael took the best of their responses and then integrated them with the creativity methods he teaches to executives from companies like Genentech, Microsoft and Nike. The result is profound: a practical, evidence-based approach to igniting and sustaining your creative fire.



In *Creativity On Demand* you will learn:



- How to substantially raise your baseline of creative energy in only 20 minutes per day.
- The most powerful method for generating, organizing and applying creative ideas.
- An elegant approach to tuning your intuition so that you are better able to trust your gut.

As Sir Ken Robinson, Ph.D. writes in the Foreword:

*Creativity on Demand is the result of a lifetime devoted to facilitating creativity in people and organizations. Whether your own interest is in cultivating the creative potential of other people or connecting more deeply with your personal talents and possibilities, it offers not only the inspiration, but also the practical guidance to help you make it happen.*

Please share this inspiring message with your friends and post reviews on-line.

In the history of humanity creativity has been the key to solving our greatest challenges. Now, more than ever, we need this precious skill and the energy to apply it!

Michael will be delivering a workshop session based on the book, between 5 – 10 October 2014 at the Omega Centre NYC. (Michael's site [www.michaelgelb.com](http://www.michaelgelb.com))