



# Drawing on the Artist Within

*Betty Edwards*

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## **Drawing on the Artist Within** Betty Edwards

Whether you are a business manager, teacher, writer, technician, or student, you'll find *Drawing on the Artist Within* the most effective program ever created for tapping your creative powers. Profusely illustrated with hundreds of instructional drawings and the work of master artists, this book is written for people with no previous experience in art.

AH-HA! I SEE IT NOW!

Everyone has experienced that joyful moment when the light flashes on -- the Ah-Ha! of creativity.

Creativity. It is the force that drives problem-solving, informs effective decision-making and opens new frontiers for ambition and intelligence. Those who succeed have learned to harness their creative power by keeping that light bulb turned on.

Now, Betty Edwards, author of *Drawing on the Right Side of the Brain*, the million-copy best-seller that proved all people can draw well just as they *can read well*, has decoded the secrets of the creative process to help you tap your full creative potential and apply that power to everyday problems. How does Betty Edwards do this? Through the power of drawing -- power you can harness to *see problems in new ways*.

You will learn how the creative process progresses from stage to stage and how to move your own problem-solving through these key steps:

- \* First insight
- \* Saturation
- \* Incubation
- \* Illumination (the Ah-Ha!)
- \* Verification

Through simple step-by-step exercises that require no special artistic abilities, Betty Edwards will teach you how to take a new point of view, how to look at things from a different perspective, how to see the forest *and* the trees, in short, how to bring your *visual, perceptual brainpower* to bear on creative problem-solving.

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