



Creative You: Using Your Personality Type to Thrive

By Otto Kroeger, David B. Goldstein

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No matter what your passion is—business, technology, science, or plumbing—this practical guide will enable you to unleash your innate creative skills based on your unique personality type and succeed in everything you do.

Whether you can admit it to yourself or not, you are creative.

In today's complex world, creativity is the key to finding and living your passion. Whatever that passion is— cooking, technology, writing, or even plumbing—*Creative You* reveals your own personal style of creativity to help you build an environment of innovation at work and home.

Discover your creative personality type with a simple quiz and detailed descriptions of the sixteen personality types. Plus, tools and techniques show you how to apply creativity to your everyday life. Drop excuses like *I'm too old to start being creative and creativity is only for artists*. Confidently use creativity to live your passion by using your natural style. Whether you are starting from scratch or enhancing an already developed skill, discover the creative you that you've been searching for.

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Editorial Review

Review

"...anyone stuck in a mental rut will appreciate Goldstein and Kroeger's eclectic and provocative guidance." (*Publishers Weekly*)

"Whether [readers] are interested in better understanding their psychological profile or in adding a little creative fun to their lives, this book has the answers they are looking for." (*Retailing Insight*)

"Over thirty years after his field-defining *Type Talk*, Otto Kroeger—with his new and wonderful coauthor, David Goldstein—has created an accessible and much needed volume on creativity through the lens of psychological type. In this age of grinding demands for creativity and change, *Creative You*, empowers each of us to understand and fully realize the creativity that each of us is hard wired to have." (Hile Rutledge, president of OKA)

"Whether you've lost faith in your own creativity or are trying to help others regain theirs, Goldstein and Kroeger provide a wealth of rich examples and practical advice on embracing—and making the most of—one's own creative style." (Jane A. G. Kise, EdD, author of Intentional Leadership and founder of Differentiated Coaching Associates)

"Finally a book that explains the two types of creativity in a well researched and logical manner. Some of us excel in "adaptive" creativity, changing a few features to make something work better. Others exhibit "innovative" creativity, generating the ideas that come out of nowhere. As an artist, writer, and seminar leader I have found that both are needed and understanding one's own strength is crucial to career success and satisfaction." (Shoya Zichy, author of Career Match and Personality Power)

"This well thought out and articulate book cries out for us to re-examine the traditional notion of what it means to be creative. Using the frameworks of type and temperament, the authors challenge us to know ourselves, so that we can recognize and nurture our own kind of creativity. More than a theoretical work, the book is bursting with practical information on not only how to understand our creative nature, but how to implement what excites us the most." (Cynthia Stengel Paris, MBTI master practitioner and president of The People Skills Group)

"I found *Creative You* both liberating and affirming. This book has enhanced my understanding and appreciation of creative styles, and I intend to use what I have learned to paint, teach, and validate with new confidence and renewed appreciation of creative differences in both process and product. It is no surprise to see David and Otto generate, harvest, and communicate creative ideas. They are gifted, engaging men who have applied creativity to leading accomplished lives. *Creative You* is another generous contribution." (Jean K. Gill, SWA, NWS)

"David Goldstein and Otto Kroeger have performed a valuable service by helping people of all 16 personality types to understand and enhance their creative gifts. Creativity isn't just for one type of personality. Each of us has creative potential, and each personality type has a creative contribution to make. *Creative You* will help you find your own unique pathway to a more creative life, even if you previously thought of yourself as uncreative." (Shelley Carson, PhD, lecturer in psychology at Harvard University and author of *Your Creative Brain*)

"Today, your creativity is more valuable than oil or gold. It's one necessity that can't be outsourced! This timeless, fascinating book shows you how to be more creative, boost your earning power and job security, and make the world a far better place." (Patricia Aburdene, author of *Conscious Money*)

"With a range of incisive, insightful, and unique metaphors, *Creative You* will assist experienced practitioners explain type concepts more effectively and help those new to the theory to grasp it more quickly and thoroughly. Goldstein and Kroeger have made a special contribution to the type literature—from cooking to spirituality to pop art, there is something here to stimulate the creativity of all types." (Katherine W Hirsh, DPhil, author of three volumes in the Introduction to Type® Series)

About the Author

Otto Kroeger is a bestselling author and expert in the Myers-Briggs Type Indicator® (MBTI®) Assessment. He served as president of the Association of Psychological Type International and is a current member of the National Training Laboratory Institute of Applied Behavioral Sciences. Kroeger has coauthored four leading books on personality: *Type Talk*, *Type Talk at Work*, *16 Ways to Love Your Lover*, and *Personality Type and Religious Leadership*.

David B. Goldstein is Myers-Briggs Type Indicator® certified and has done extensive research on the connections between creativity and psychological types. He earned an MBA from The George Washington University and studied art at the Hong Kong Art School. He splits his time between New York City and Falls Church, Virginia.

Users Review

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Nancy Samuel:

What do you with regards to book? It is not important along? Or just adding material when you really need something to explain what yours problem? How about your free time? Or are you busy man? If you don't have spare time to accomplish others business, it is make you feel bored faster. And you have time? What did you do? Everybody has many questions above. The doctor has to answer that question due to the fact just their can do in which. It said that about guide. Book is familiar in each person. Yes, it is correct. Because start from on jardín de infancia until university need this specific *Creative You: Using Your Personality Type to Thrive* to read.

Roger Patrick:

Nowadays reading books become more and more than want or need but also turn into a life style. This reading addiction give you lot of advantages. The benefits you got of course the knowledge even the information inside the book that improve your knowledge and information. The information you get based on what kind of book you read, if you want have more knowledge just go with training books but if you want sense happy read one along with theme for entertaining such as comic or novel. The *Creative You: Using Your Personality Type to Thrive* is kind of guide which is giving the reader unstable experience.

Tia Sargent:

Precisely why? Because this Creative You: Using Your Personality Type to Thrive is an unordinary book that the inside of the guide waiting for you to snap this but latter it will distress you with the secret that inside. Reading this book next to it was fantastic author who have write the book in such amazing way makes the content on the inside easier to understand, entertaining method but still convey the meaning completely. So , it is good for you for not hesitating having this nowadays or you going to regret it. This phenomenal book will give you a lot of advantages than the other book have such as help improving your proficiency and your critical thinking way. So , still want to hesitate having that book? If I had been you I will go to the guide store hurriedly.

Jessica Hurst:

Playing with family in a park, coming to see the ocean world or hanging out with pals is thing that usually you may have done when you have spare time, then why you don't try matter that really opposite from that. A single activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you already been ride on and with addition info. Even you love Creative You: Using Your Personality Type to Thrive, it is possible to enjoy both. It is very good combination right, you still need to miss it? What kind of hangout type is it? Oh can happen its mind hangout guys. What? Still don't understand it, oh come on its identified as reading friends.

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