

SYNECTICS

*A new method
of directing
creative potential
to the solution
of technical
and theoretical
problems*

*by
William
J. J. Gordon*

The lower half of the book cover features a complex, abstract geometric pattern. It consists of large, interlocking shapes in shades of magenta, teal, and light blue, set against a pale green background. The shapes are reminiscent of stylized letters or organic forms, creating a dynamic and visually engaging design.

Synectics The Development Of Creative Capacity

Padhraic Smyth



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