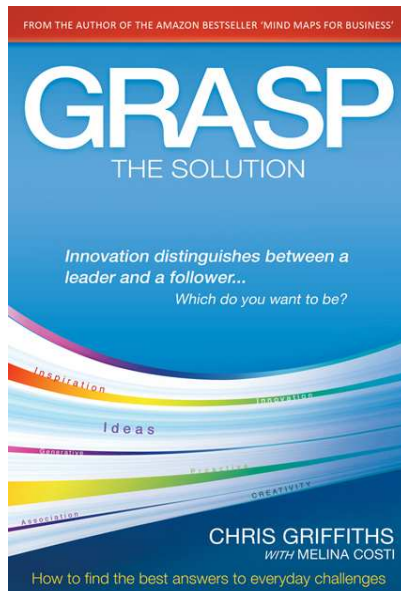




Press Release -
for immediate release

New Book Shows How to GRASP Practical Creativity

Chris Griffiths, CEO of ThinkBuzan Ltd, the creators of iMindMap 5, has launched *GRASP The Solution* - a refreshingly pragmatic and straight-talking guide to making decisions and solving problems creatively.



While many books define the concept of creativity and offer all kinds of indiscriminate tips and tricks to encourage it, *GRASP The Solution* shows readers how to put creativity to work systematically in the real world - with exceptional results.

Clearly and persuasive, Chris shows us how to let go of what's killing our creativity and outlines a well-developed and scientifically backed system that delivers bold, fresh ideas and solutions for tackling any personal or professional challenge.

“Chris and his work have changed his life, my life, and already millions of lives for the better worldwide. His work is in the process of doing the same for YOU.”

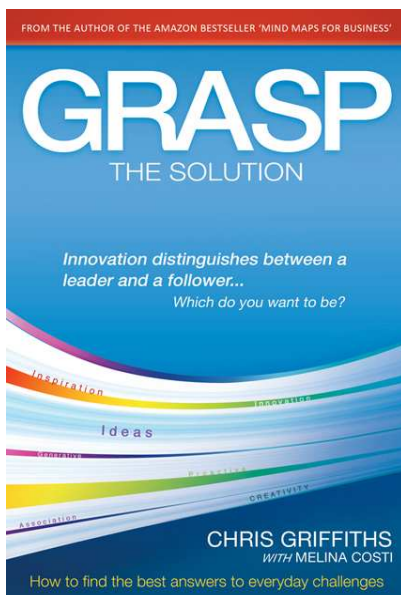
Tony Buzan, multi-million copy best-selling author and Inventor of Mind Mapping

With his distinctive, matter-of-fact take on creative thinking and problem solving, Chris Griffiths strips matter right down to the fundamental workings of our thought processes and reveals how individuals and businesses can *proactively* forge a path to successful innovation. He also provides an immediately useable process to help us break free of our limited behaviours and exercise our imaginative thinking abilities to our best advantages - the **Solution Finder**. Instead of boring, run-of-the-mill ideas, we can ‘up our game’ with exceptionally killer ideas that stand the best chance of succeeding in the present times.

Chris' inspiring and proven thinking system (GRASP The Solution) draws on modern scientific findings and cognitive research, as well as his own extensive observation and experience - all package in a way that's easy to 'grasp' and implement. Readers will learn how to develop a mindset where ideas will flow more freely. Chris says:

"Just as a business creates strategies, processes and systems to facilitate its success, our thinking needs a proactive and purposeful strategy through which we can bring about the innovative results we want. Once we know how to generate winning ideas on demand, we enter a world of limitless possibilities. We can think wide and get to the right solutions, and we can put those solutions into effect with much greater power and confidence."

Chris Griffiths founded his first business at 16 and sold his first company at the age of 25. Companies with which he has been involved have ranked in the 'Deloitte Fast 50' and 'The Sunday Times / London Stock Exchange Fasttrack 100'. He has also won awards for innovation and creativity. He recently co-authored 'Mind Maps for Business' which featured on the



Amazon bestseller list. He has lectured to audiences worldwide on entrepreneurship, creativity, and the impact of technology on human thinking. His books have been sold in over 15 countries and translated into several languages.

"GRASP The Solution" by Chris Griffiths with Melina Costi is published by Proactive Press in association with

Filament Publishing in paperback on

19th October 2011 at £14.99.

ISBN 978-1-905493-76-0

Available on Amazon

More information can be found at

<http://GraspKillerIdeas.com> or www.ChrisGriffiths.com

Further information on the book from:

Chris Day, Filament Publishing Ltd

Telephone 020 8688 2598

email chris@filamentpublishing.com

www.filamentpublishing.com



"Now is the time when this book is most needed - we live in a fiercely competitive world, where global choice is greater than ever before. Agility in spotting trends, organising, and managing multiple ideas and strategies, and smart implementation are key to success."

ReSource Magazine