1. Which of these is not one of the sensibilities of creative minds?
2. Self-Confidence
3. Alertness
4. Unconventionality
5. Obsessive Commitment to Work
6. None of the Above

1. Teams should be managed to promote\_\_\_\_\_\_?
2. Creative abrasion
3. Interpersonal abrasion
4. Control
5. Income
6. Liaison between advertising agency and clients?

1. Account Executive
2. Account Manager
3. Keyholder
4. Branch Manager
5. Teams should be managed to limit\_\_\_\_\_?

1. Creative abrasion
2. Interpersonal abrasion
3. Control
4. Income
5. What is the essential item required for successful brand promotion?

1. Confidence
2. Advertising
3. Management
4. Creativity
5. What is an individual’s preference for thinking about and solving a problem?
6. Creative Brief
7. Cognitive Style
8. Brainstorming
9. Creative Abrasion
10. What is the term of the person who helps select and guide the team?

1. Brainstormer
2. Team lead
3. Account Manager
4. Maestro
5. What piece of advice did Robert Sternberg NOT give his students to be more creative?
6. Be the first to analyze and critique your own ideas
7. Recognize that it is impossible to be creative without adequate knowledge
8. Begin to look at different art concepts
9. Believe in yourself, especially when surrounded by doubters
10. Which of these terms mean “the clash of ideas”?
11. Creative Abrasion
12. Interpersonal Abrasion
13. Argument
14. Disagreement
15. Which of these terms mean “the clash of people”?

1. Creative Abrasion
2. Interpersonal Abrasion
3. A brawl
4. Misunderstanding
5. According to the stereotype, business types favor what type of thinking?
6. Right-Brain Thinking
7. Front-Brain Thinking
8. Left-Brain Thinking
9. Rear-Brain Thinking
10. According to the stereotype, advertising types favor what type of thinking?
11. Front-Brain Thinking
12. Left-Brain Thinking
13. Rear-Brain Thinking
14. Right-Brain Thinking
15. In their book *The Wisdom of Teams,* Jon Katzenbach and Douglas Smith reach which of these conclusions?
16. Teams rule
17. It’s all about performance
18. Synergy through teams
19. All of the above
20. None of the above
21. Which of these are not one of Teresa Amabile’s six keys to creativity?
22. Challenge
23. Freedom
24. Safety
25. Resources
26. What is the main benefit of creativity in Ads?
27. make your Ad look cooler
28. break through the clutter of advertising
29. relate to the consumer
30. stand out
31. Which one of these people are not considered one of the 7 creative genius’ in the book?
32. Albert Einstein
33. T.S. Eliot
34. Igor Stravinsky
35. Ludwig Beethoven
36. What is the definition of creativity?
37. using your knowledge to express ideas in different ways
38. creating an idea and then pulling together smaller inconsistent elements
39. the ability to consider and hold together seemingly inconsistent elements and forces, making new connections
40. bringing things together to make a different thought
41. Which of these is not a key to creativity?
42. freedom
43. supervisory encouragement
44. resources
45. knowledge
46. Which of these is a rule to brainstorming?
47. make it happen
48. listen and learn
49. fear drives out creativity
50. all of the above
51. Which is not a fundamental of effective teams?
52. creativity
53. Trust
54. Communication
55. complementary expertise