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Conceptual Blockbusting: A Guide to Better Ideas, by James L. Adams. 2001. Cambridge, MA: Perseus Publishing. 209 pages, Soft Cover, \$16.50 Intended Audience: C Major Headings from Table of Contents: Perpetual Blocks; Emotional Blocks; Cultural and Environmental Blocks; Intellectual and Expressive Blocks; Alternate Thinking Languages; Kinds of Blockbusters; Groups; Organizations.

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