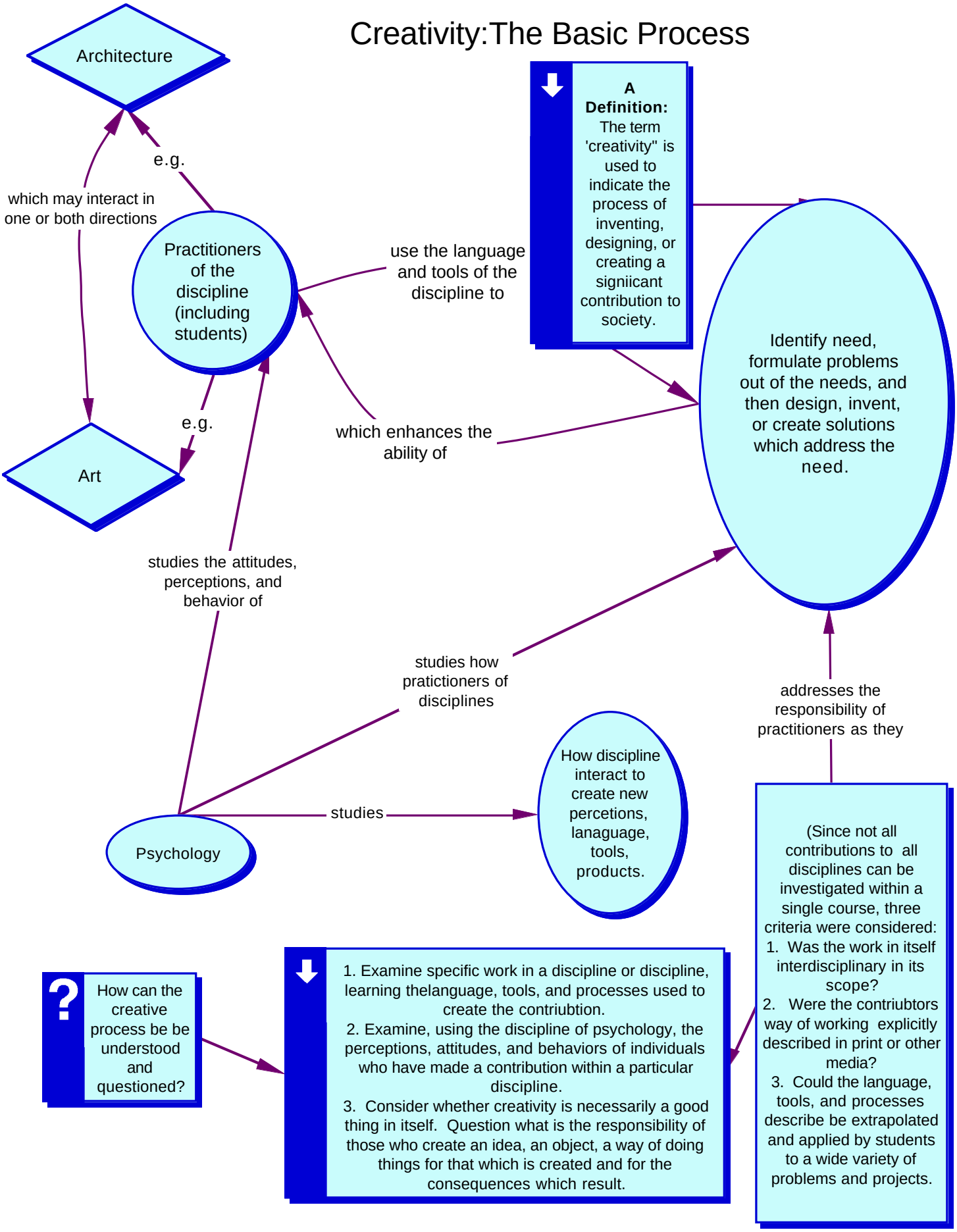Creativity:The Basic Process