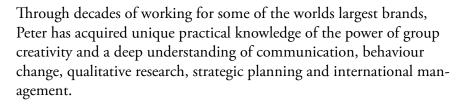
Peter John Comber

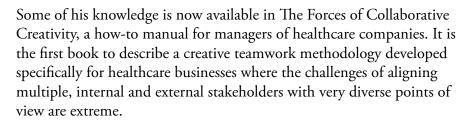


Peter John Comber

The author of The Forces of Collaborative Creativity, Peter John Comber, is the architect of the Collaborative Creativity methodology and founding partner of Atstrat, a company providing Collaborative Creativity services to the healthcare industry.

Peter is an expert in applied creativity who's career began in 1983 in graphic design, rapidly progressed to consumer advertising, embraced digital advertising and marketing in the early '90s and began to specialise in healthcare communication problems in 2004.





Born and raised in South East England, Peter considers himself a Britalian, having lived most of his life in Italy and for brief periods in various corners of the globe. He has helped numerous pharmaceutical companies solve complex problems, and the results of his qualitative research work have been published in international scientific journals.

Today, he particularly enjoys using Collaborative Creativity to design Patient Support Programmes to improve the quality of life of families living with healthcare issues.

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