

# 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.

Through decades of working for some of the world's largest brands, Peter has acquired unique practical knowledge of the power of group creativity and a deep understanding of communication, behaviour change, qualitative research, strategic planning and international management.

Some of his knowledge is now available in *The Forces of Collaborative Creativity*, a how-to manual for managers of healthcare companies. It is the first book to describe a creative teamwork methodology developed specifically for healthcare businesses where the challenges of aligning multiple, internal and external stakeholders with very diverse points of view are extreme.

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.

*The Forces of Collaborative Creativity* is published by Practical Inspiration Publishing, £24.99

