

Serious Creativity Using The Power Of Lateral Thinking To Create New Ideas Unknown Binding Edward De Bono

We've been conditioned to think about creative genius as a dichotomy: dreamers versus doers, creativity versus discipline, the spark versus the grind. But what if we're wrong? What if it's the spark and the grind? We love people whose creative genius arrives in sudden sparks of inspiration. Think of Archimedes in his bathtub or Newton under his apple tree. But we also admire people who work incredibly hard and long for their creative breakthroughs. Think of Edison in his lab, grinding through hundreds of failed variations on the lightbulb. We remember his words in tough times: "Genius is 1 percent inspiration, 99 percent perspiration." Now Erik Wahl, a visual artist, speaker, and entrepreneur, helps us unite the yin and yang of creativity—the dynamic new ideas with the dogged effort. He shows why we won't get far if we rely on the spark without the grind, or the grind without the spark. What the world really needs are the creators who can hold the two in balance. Fortunately, it's possible to get good at both, as Wahl knows from experience. After his corporate career suddenly ended, he pursued a spark—to paint photorealistic portraits—and ground it out until he got good enough to make very good art very quickly. That's the basis of his riveting live shows, which have captivated skeptical audiences who never expected to be inspired by art—and taught them to embrace creativity in a whole new way. This book offers surprising insights and practical advice about how to fan the sparks and make the grind more productive. Wahl deftly synthesizes the wisdom of other artists, philosophers, scientists, and business visionaries throughout history, along with his own views. Here's how he sums up his approach: The world needs people who enjoy swimming in ideas until they discover a great one. The world also needs doers who have a gift for activation, a.k.a. "getting s*** done." But the most potent individual creators in any industry or environment have learned how to be both. They've learned how to spark their grind and they've learned how to grind their sparks. As a result, they not only make things happen, they make great things. If you want to ensure constant creativity in your life and produce your most innovative work—this is your guide.

Presents a twelve-week program intended to increase creativity by capturing the creative energy of the universe.

"Jeff and Staney emphasize that small acts of creativity can have huge consequences and that ordinary people can do extraordinary things if they can see the opportunities in front of them." —Mitch Jacobson, Executive Director, Austin Technology Incubator, UT Blackstone LaunchPad, University of Texas at Austin Nearly all of today's major innovation workshops and programs call on organizations to drive innovation. What they miss is that innovation comes from the personal creativity of individuals. And creativity doesn't require an advanced education or technical skills—all employees can be creative. Often, all they lack is a fitting mindset and the right skills. The Creative Mindset brings how-to advice, tools, and techniques from two master innovators who have taught and worked with over half of all Fortune 500 companies. Jeff and Staney DeGraff introduce six essential creative-thinking skills that can be easily mastered with limited practice and remembered as the acronym CREATE: Concentrate, Replicate, Elaborate, Associate, Translate, and Evaluate. These six skills, sequenced as steps, simplify and summarize the most important research on creative thinking and draw on over thirty years of real-world application in some of the most innovative organizations in the world. It's time to rethink the way we make innovation happen. Individual creativity is an immense untapped resource, and you don't have to be Beethoven to make a big difference. As the spirit of chef Gusteau proclaims in the Pixar classic Ratatouille, "Anyone can cook."

Tap into your Creative potential Creativity was once thought to be a talent bestowed upon a lucky few. Today it is understood as a skill that we can all learn, develop and apply. And in today's economy—with information available to everyone and support services outsourced overseas - creativity is the most valuable asset you can possess and the ...

The inventor of the process of lateral thinking offers a guide to enhancing creativity, updating the core concepts of his book, Lateral Thinking. 30,000 first printing. \$30,000 ad/promo.

First published in 1967, this remarkable title from one of history's greatest minds remains a must-read in the world of creative thinking. Based on the tenet that an error can lead to the right decision, de Bono guides the reader through a series of non-mathematical problems and puzzles, all designed to help us analyse our personal style of thinking, work out its strengths and weaknesses, and to consider the potential methods that we never use. There are three courses, each five days long and each created to focus on a different style of thinking, featuring: The Bottles Problem The Blocks Problem The L-Game The End Game A true life-changer, this book will have you thinking in ways that you never thought were possible.

The world is full of problems and conflicts. So why can we not solve them? According to Edward de Bono, world thinking cannot solve world problems because world thinking is itself the problem. And this is getting worse: we are so accustomed to readily available information online that we search immediately for the answers rather than thinking about them. Our minds function like trying to drive a car using only one wheel. There's nothing wrong with that one wheel - conventional thinking - but we could all get a lot further if we used all four... De Bono examines why we think the way we do from a historical perspective and uses some of his famous thinking techniques, such as lateral thinking, combined with new ideas to show us how to change the way we think. If we strengthen our ability and raise our thinking level, other areas of our life - both personal and business success - will improve. De Bono is the master of the original big 'concept' book and his enticement to us to use our minds as constructively as possible should appeal to a whole new generation of fans.

From the bestselling author of Thinkertoys, this follow up brings innovative creative thinking techniques within reach, giving you the tools to tackle everyday challenges in new ways. Internationally renowned business creativity expert, Michael Michalko will show you how creative people think—and how to put their secrets to work for you in business and in your personal life. You don't have to be a genius to solve problems like one. Michalko researched and analyzed hundreds of history's greatest thinkers across disciplines—from Leonardo da Vinci to Pablo Picasso—to bring the best of their techniques together and to teach you how to apply them in your own life. Cracking Creativity is filled with exercises and anecdotes that will soon have you looking at problems and seeing many different solutions.

A GOOD MORNING AMERICA BOOK CLUB PICK "Chandler Baker, queen of the feminist thriller, has delivered once again! The Husbands is a poignant exploration of what it would take for women to have it all." —Sally Hepworth, bestselling author of The Good Sister To what lengths will a woman go for a little more help from her husband? Nora Spangler is a successful attorney but when it comes to domestic life, she packs the lunches, schedules the doctor appointments, knows where the extra paper towel rolls are, and designs and orders the holiday cards. Her husband works hard, too... but why does it seem like she is always working so much harder? When the Spanglers go house hunting in Dynasty Ranch, an exclusive suburban neighborhood, Nora meets a group of high-powered women—a tech CEO, a neurosurgeon, an award-winning therapist, a bestselling author—with enviably supportive husbands. When she agrees to help with a resident's wrongful death case, she is pulled into the lives of the women there. She finds the air is different in Dynasty Ranch. The women aren't hanging on by a thread. But as the case unravels, Nora uncovers a plot that may explain the secret to having-it-all. One that's worth killing for. Calling to mind a Stepford Wives gender-swap, New York Times bestselling author of Whisper Network Chandler Baker's The Husbands imagines a world where the burden of the "second shift" is equally shared—and what it may take to get there. "Utterly engrossing and thoroughly timely, The Husbands is both a gripping, well-crafted mystery and an insightful critique of motherhood and marriage in the modern age—working mothers everywhere will feel seen

in the best possible way.” —Kimberly McCreight, New York Times bestselling author of *A Good Marriage*

If you want to be the best, focus on your most valuable asset: the power of your creative mind As competition and the pace of change intensify, companies and individuals need to harness their creativity to stay ahead of the field. Under pressure, people often think they can't be creative; many more are convinced they are not creative at all because they have never been 'arty'. Creative genius Edward de Bono debunks these common notions in this remarkable book. He shows how creativity is a learnable skill - one that everyone can use to improve their performance. He then explains how you can unlock your own creativity to reap the personal and professional rewards it will bring. Learn how to: be creative on demand with de Bono's step-by-step approach add value to ideas and turn them into financial assets boost creativity with the power of lateral thinking break free from old ways of thinking with creative challenging What really sets the best managers above the rest? It's their power to build a cadre of employees who have great inner work lives—consistently positive emotions; strong motivation; and favorable perceptions of the organization, their work, and their colleagues. The worst managers undermine inner work life, often unwittingly. As Teresa Amabile and Steven Kramer explain in *The Progress Principle*, seemingly mundane workday events can make or break employees' inner work lives. But it's forward momentum in meaningful work—progress—that creates the best inner work lives. Through rigorous analysis of nearly 12,000 diary entries provided by 238 employees in 7 companies, the authors explain how managers can foster progress and enhance inner work life every day. The book shows how to remove obstacles to progress, including meaningless tasks and toxic relationships. It also explains how to activate two forces that enable progress: (1) catalysts—events that directly facilitate project work, such as clear goals and autonomy—and (2) nourishers—interpersonal events that uplift workers, including encouragement and demonstrations of respect and collegiality. Brimming with honest examples from the companies studied, *The Progress Principle* equips aspiring and seasoned leaders alike with the insights they need to maximize their people's performance.

Do you want to have great ideas? Do you want to break out of the rut of conventional thinking? Would you like to be a genius? Would presenting brilliant ideas help in your job, career and social life? How to be a Brilliant Thinker will help you to achieve all these ideals, by helping you to think in powerful new ways. It shows you how to harness techniques in lateral thinking, analytical thinking, problem analysis, idea generation and other areas so that you become much more creative. You will be able to conceive, evaluate and implement great ideas as well as improve your memory, sell your ideas and win arguments. It is packed with practical methods that you can put to immediate use, backed up by exercises, puzzles, quizzes, graphics and illustrations.

#1 NEW YORK TIMES BESTSELLER From the YouTube superstars and creators of *Good Mythical Morning* comes the ultimate guide to living a “Mythical” life, featuring stories and photos from their lifelong friendship, as well as awesomely illustrated guides, charts, and activities aimed at laughing more, learning more, and never taking yourself too seriously. Thanks for reading this description. You're obviously a curious person, which means you've already taken your first step towards achieving Mythicality. Lucky for you, opening this book is even more rewarding than reading about it online. Within its pages, you'll discover twenty ways to fill your life with curiosity, creativity, and tomfoolery, including *Eat Something That Scares You*, *Make a Bold Hair Choice*, *Say “I Love You” Like It's Never Been Said*, and more. Along the way, you'll also find: • Embarrassing stories and photos we'll probably regret sharing • Character Building: The Board Game • An important message from the year 2075 • A quiz to help you determine if you should get a dog • A eulogy you can read at any funeral • Grownup merit badges to earn • Contributions from Mythical Beasts, and much more If you decide to read this book, be warned—there is a high likelihood of increased Mythicality in your life, which means you may soon find yourself laughing more, learning more, and not taking yourself too seriously. This mentality has been known to spread easily to friends and loved ones.

One of the world's leading creative artists, choreographers, and creator of the smash-hit Broadway show, *Movin' Out*, shares her secrets for developing and honing your creative talents—at once prescriptive and inspirational, a book to stand alongside *The Artist's Way* and *Bird by Bird*. All it takes to make creativity a part of your life is the willingness to make it a habit. It is the product of preparation and effort, and is within reach of everyone. Whether you are a painter, musician, businessperson, or simply an individual yearning to put your creativity to use, *The Creative Habit* provides you with thirty-two practical exercises based on the lessons Twyla Tharp has learned in her remarkable thirty-five-year career. In "Where's Your Pencil?" Tharp reminds you to observe the world -- and get it down on paper. In "Coins and Chaos," she gives you an easy way to restore order and peace. In "Do a Verb," she turns your mind and body into coworkers. In "Build a Bridge to the Next Day," she shows you how to clean the clutter from your mind overnight. Tharp leads you through the painful first steps of scratching for ideas, finding the spine of your work, and getting out of ruts and into productive grooves. The wide-open realm of possibilities can be energizing, and Twyla Tharp explains how to take a deep breath and begin...

Creative Contradictions in Education is a provocative collection of essays by international experts who tackle difficult questions about creativity in education from a cross-disciplinary perspective. The contributors to this volume examine and provide fresh insights into the tensions and contradictions that researchers and educators face when attempting to understand and apply creativity in educational contexts. Creativity in education is surrounded by many contradictions. Teachers generally value creativity, but question the role it can and should play in their classroom. Many educators find themselves feeling caught between the push to promote students' creative thinking skills and the pull to meet external curricular mandates, increased performance monitoring, and various other curricular constraints. This book brings together leading experts who provide fresh, cross-disciplinary insights into how creative contradictions in education might be addressed. Contributors will draw from existing empirical and theoretical work, but push beyond “what currently is” and comment on future possibilities. This includes challenging the orthodoxy of traditional conceptions of creativity in education or making a case for maintaining particular orthodoxies.

From celebrated art historian, curator, and teacher Sarah Lewis, a fascinating examination of how our most iconic creative endeavors—from innovation to the arts—are not achievements but conversions, corrections after failed attempts. The gift of failure is a riddle: it will always be both the void and the start of infinite possibility. *The Rise*—part investigation into a psychological mystery, part an argument about creativity and art, and part a soulful celebration of the determination and courage of the human spirit—makes the case that many of the world's greatest achievements have come from understanding the central importance of failure. Written over the course of four years, this exquisite biography of an idea is about the improbable foundations of

a creative human endeavor. Each chapter focuses on the inestimable value of often ignored ideas—the power of surrender, how play is essential for innovation, the “near win” can help propel you on the road to mastery, the importance of grit and creative practice. The Rise shares narratives about figures past and present that range from choreographers, writers, painters, inventors, and entrepreneurs; Frederick Douglass, Samuel F.B. Morse, Diane Arbus, and J.K. Rowling, for example, feature alongside choreographer Paul Taylor, Nobel Prize–winning physicists Andre Geim and Konstantin Novoselov, and Arctic explorer Ben Saunders. With valuable lessons for pedagogy and parenting, for innovation and discovery, and for self-direction and creativity, The Rise “gives the old chestnut ‘If at first you don’t succeed...’ a jolt of adrenaline” (Elle).

When Hugh MacLeod was a struggling young copywriter, living in a YMCA, he started to doodle on the backs of business cards while sitting at a bar. Those cartoons eventually led to a popular blog - gapingvoid.com - and a reputation for pithy insight and humor, in both words and pictures. MacLeod has opinions on everything from marketing to the meaning of life, but one of his main subjects is creativity. How do new ideas emerge in a cynical, risk-averse world? Where does inspiration come from? What does it take to make a living as a creative person? Now his first book, *Ignore Everyone*, expands on his sharpest insights, wittiest cartoons, and most useful advice. A sample: *Selling out is harder than it looks. Diluting your product to make it more commercial will just make people like it less. *If your plan depends on you suddenly being "discovered" by some big shot, your plan will probably fail. Nobody suddenly discovers anything. Things are made slowly and in pain. *Don't try to stand out from the crowd; avoid crowds altogether. There's no point trying to do the same thing as 250,000 other young hopefuls, waiting for a miracle. All existing business models are wrong. Find a new one. *The idea doesn't have to be big. It just has to be yours. The sovereignty you have over your work will inspire far more people than the actual content ever will. After learning MacLeod's 40 keys to creativity, you will be ready to unlock your own brilliance and unleash it on the world.

A NEW YORK TIMES TOP 10 BOOK OF 2021 LONGLISTED FOR THE 2021 NATIONAL BOOK AWARD IN FICTION ONE OF BARACK OBAMA'S FAVORITE 2021 READS AN INSTANT NATIONAL BESTSELLER A BEST BOOK OF 2021 FROM Washington Post, Vogue, Time, Oprah Daily, New York Times “Intimacies is a haunting, precise, and morally astute novel that reads like a psychological thriller.... Katie Kitamura is a wonder.” —Dana Spiotta, author of *Wayward* and *Eat the Document* “One of the best novels I’ve read in 2021.” – Dwight Garner, *The New York Times* A novel from the author of *A Separation*, an electrifying story about a woman caught between many truths. An interpreter has come to The Hague to escape New York and work at the International Court. A woman of many languages and identities, she is looking for a place to finally call home. She's drawn into simmering personal dramas: her lover, Adriaan, is separated from his wife but still entangled in his marriage. Her friend Jana witnesses a seemingly random act of violence, a crime the interpreter becomes increasingly obsessed with as she befriends the victim's sister. And she's pulled into an explosive political controversy when she's asked to interpret for a former president accused of war crimes. A woman of quiet passion, she confronts power, love, and violence, both in her personal intimacies and in her work at the Court. She is soon pushed to the precipice, where betrayal and heartbreak threaten to overwhelm her, forcing her to decide what she wants from her life.

"According to common wisdom, we all have a book inside of us. But how do you select and then write your most significant story--the one that helps you to evolve and invites pure creativity into your life, the one that people line up to read? In [this book], creative writing professor, sociologist, and popular fiction author Jessica Lourey guides you through the redemptive process of writing a healing novel that recycles and transforms your most precious resources--your own emotions and experiences"--Amazon.com.

Society is no longer based on mass consumption but on mass participation. New forms of collaboration - such as Wikipedia and YouTube - are paving the way for an age in which people want to be players, rather than mere spectators, in the production process. In the 1980s, Charles Leadbeater's prescient book, *In Search of Work*, anticipated the growth of flexible employment. Now *We-think* explains how the rise of mass collaboration will affect us and the world in which we live.

In this bold, innovative work, Dorinne Kondo theorizes the racialized structures of inequality that pervade theater and the arts. Grounded in twenty years of fieldwork as dramaturg and playwright, Kondo mobilizes critical race studies, affect theory, psychoanalysis, and dramatic writing to trenchantly analyze theater's work of creativity as theory: acting, writing, dramaturgy. Race-making occurs backstage in the creative process and through economic forces, institutional hierarchies, hiring practices, ideologies of artistic transcendence, and aesthetic form. For audiences, the arts produce racial affect--structurally over-determined ways affect can enhance or diminish life. Upending genre through scholarly interpretation, vivid vignettes, and Kondo's original play, *Worldmaking* journeys from an initial romance with theater that is shattered by encounters with racism, toward what Kondo calls reparative creativity in the work of minoritarian artists Anna Deavere Smith, David Henry Hwang, and the author herself. *Worldmaking* performs the potential for the arts to remake worlds, from theater worlds to psychic worlds to worldmaking visions for social transformation.

The must-read summary of Edward de Bono's book: “*Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas*”. This complete summary of the ideas from Edward de Bono's book “*Serious Creativity*” shows that creative thinking is vital for business success and that creativity is something you can learn. In his book, the author presents a rational and logical approach to creative thinking and introduces 12 tools and techniques that you can use. By learning and applying the principles, you will be able to develop the lateral thinking skills needed for innovative reasoning and ensure success. Added-value of this summary: • Save time • Understand the key principles • Expand your business knowledge To learn more, read “*Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas*” to find out how you can develop your creativity and take your business to the next level.

The Great Escape for the Great War: the astonishing true story of two World War I prisoners who pulled off one of the most ingenious escapes of all time. “Fox unspools Jones and Hill’s delightfully elaborate scheme in nail-biting episodes that advance like a narrative Rube Goldberg machine.”—*The New York Times Book Review* Imprisoned in a remote Turkish POW camp during World War I, having survived a two-month forced march and a terrifying shootout in the desert, two British officers, Harry Jones and Cedric Hill, join forces to bamboozle their iron-fisted captors. To stave off despair and boredom, Jones takes a handmade Ouija board and fakes elaborate séances for his fellow prisoners. Word gets around, and one day an Ottoman official approaches Jones with a query: Could Jones contact the spirit world to find a vast treasure rumored to be buried nearby? Jones, a trained lawyer, and Hill, a brilliant magician, use the Ouija board—and their keen understanding of the psychology of deception—to build a trap for their captors that will ultimately lead them to freedom. A gripping nonfiction thriller, *The Confidence Men* is the story of one of the only known con games played for a good cause—and of a profound but unlikely friendship. Had it not been for “the Great War,” Jones, the Oxford-educated son of a British lord, and Hill, a mechanic on an Australian sheep ranch, would never have met. But in pain, loneliness, hunger, and isolation, they formed a powerful emotional and intellectual alliance that saved both of their lives. Margalit Fox brings her “nose for interesting facts, the ability to construct a taut narrative arc, and a Dickens-level gift for concisely conveying personality” (Kathryn Schulz, *New York*) to this tale of psychological strategy that is rife with cunning, danger, and moments of high farce that rival anything in *Catch-22*.

Brain researchers have in recent years have discovered the vast, untapped potential of the brain's little-used, right hemisphere. Art therapist Lucia Capacchione discovered that our nondominant hand is a direct channel to that potential. Her research and fieldwork with people using their "other hand" provides the raw material for this classic, first published in 1988. In workshops and private sessions, Lucia has

worked with thousands of people, employing these techniques to help them become more creative, expressive, and intuitive in their day-to-day lives and also experience improved health and greater fulfillment in their relationships. Lucia will show you how to: Channel the deep inner wisdom of your True Self Change negative attitudes about yourself Unlock creativity Uncover hidden artistic abilities Heal your relationships Through various drawing and writing exercises, Lucia Capacchione hopes you will discover the power that lies hidden in your other hand. The techniques will help you explore and understand your thoughts and feelings on a completely different level and reconnect with a sense of playfulness you may have left behind in childhood.

IDEO founder and Stanford d.school creator David Kelley and his brother Tom Kelley, IDEO partner and the author of the bestselling *The Art of Innovation*, have written a powerful and compelling book on unleashing the creativity that lies within each and every one of us. Too often, companies and individuals assume that creativity and innovation are the domain of the "creative types." But two of the leading experts in innovation, design, and creativity on the planet show us that each and every one of us is creative. In an incredibly entertaining and inspiring narrative that draws on countless stories from their work at IDEO, the Stanford d.school, and with many of the world's top companies, David and Tom Kelley identify the principles and strategies that will allow us to tap into our creative potential in our work lives, and in our personal lives, and allow us to innovate in terms of how we approach and solve problems. It is a book that will help each of us be more productive and successful in our lives and in our careers.

"Brimming with ideas. . . . The *Origins of Creativity* approach[es] creativity scientifically but sensitively, feeling its roots without pulling them out."—Economist In a stirring exploration of human nature recalling his foundational work *Consilience*, Edward O. Wilson offers a "luminous" (Kirkus Reviews) reflection on the humanities and their integral relationship to science. Both endeavors, Wilson argues, have their roots in human creativity—the defining trait of our species. By studying fields as diverse as paleontology, evolution, and neurobiology, Wilson demonstrates that creative expression began not 10,000 years ago, as we have long assumed, but more than 100,000 years ago in the Paleolithic Age. A provocative investigation into what it means to be human, *The Origins of Creativity* reveals how the humanities have played an unexamined role in defining our species. With the eloquence, optimism, and pioneering inquiry we have come to expect from our leading biologist, Wilson proposes a transformational "Third Enlightenment" in which the blending of science and humanities will enable a deeper understanding of our human condition, and how it ultimately originated.

This book examines the increasing popularity of creativity and play in tertiary learning, and how it can be harnessed to enhance the student experience at university. While play is often misunderstood as something 'trivial' and associated with early years education, the editors and contributors argue that play contributes to social and human development and relations at a fundamental level. This volume invalidates the commonly held assumption that play is only for children, drawing together numerous case studies from higher education that demonstrate how researchers, students and managers can benefit from play as a means of liberating thought, overturning obstacles and discovering fresh approaches to persistent challenges. This diverse and wide-ranging edited collection unites play theory and practice to address the gulf in research on this fascinating topic. It will be of interest and value to educators, students and scholars of play and creativity, as well as practitioners and academic leaders looking to incorporate play into the curriculum.

From the acclaimed Booker Prize-winning author comes a dazzling novel of family, love and love's disappointments Anna's aged mother is dying. Condemned by her children's pity to living, subjected to increasingly desperate medical interventions, she turns her focus to her hospital window, through which she escapes into visions of horror and delight. When Anna's finger vanishes and a few months later her knee disappears, Anna too feels the pull of the window. She begins to see that all around her, others are similarly vanishing, yet no one else notices. All Anna can do is keep her mother alive. But the window keeps opening wider, taking Anna and the reader ever deeper into an eerily beautiful story of grief and possibility, of loss and love and orange-bellied parrots. Hailed on publication in Australia as Richard Flanagan's greatest novel yet, *The Living Sea of Waking Dreams* is a rising ember storm illuminating what remains when the inferno beckons: one part elegy, one part dream, one part hope.

The bestselling, beloved classic on how to go into the dark side of yourself to bring out the light -- now with new material. Debbie Ford believes that we each hold within us a trace of every human characteristic that exists, the capacity for every human emotion. We are born with the ability to express this entire spectrum of characteristics. But, Ford points out, our families and our society send us strong messages about which ones are good and bad. So when certain impulses arise, we deny them instead of confronting them, giving them a healthy voice, then letting them go. It is to these feelings that Ford turns our attention, these parts of our selves that don't fit the personae we have created for the rest of the world. She shows us the effects of living in the dark, of keeping all our supposedly unsavory impulses under wraps. We find ourselves disproportionately frustrated and angry at the selfishness of friends, the laziness of colleagues, the arrogance of siblings. When we are unable to reconcile similar impulses in ourselves, Ford explains, we waste our own energy judging others instead of empathizing. But most important, we deny ourselves the power and freedom of living authentically. Through the stories and exercises in *The Dark Side of the Light Chasers*, Debbie Ford shows us not only how to recognize our hidden emotions, but also how to find the gifts they offer us. This is for fans of Marianne Williamson, Neale Donald Walsch, and Deepak Chopra. The very impulses we most fear may be the key to what is lacking in our lives.

New York Times Bestseller An exciting--and encouraging--exploration of creativity from the author of *When: The Scientific Secrets of Perfect Timing* The future belongs to a different kind of person with a different kind of mind: artists, inventors, storytellers-creative and holistic "right-brain" thinkers whose abilities mark the fault line between who gets ahead and who doesn't. Drawing on research from around the world, Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*) outlines the six fundamentally human abilities that are absolute essentials for professional success and personal fulfillment--and reveals how to master them. *A Whole New Mind* takes readers to a daring new place, and a provocative and necessary new way of thinking about a future that's already here.

Take time to breathe. Take time to create. Take time to reflect, take time to let go. A book that's unique in the way it mixes reading and doing, *A Book That Takes Its Time* is like a mindfulness retreat between two covers. Created in partnership with *Flow*, the groundbreaking international magazine that celebrates creativity, beautiful illustration, a love of paper, and life's little pleasures, *A Book That Takes Its Time* mixes articles, inspiring quotes, and what the editors call "goodies"—bound-in cards, mini-journals, stickers, posters, blank papers for collaging, and more—giving it a distinctly handcrafted, collectible feeling. Read about the benefits of not multitasking, then turn to "The Joy of One Thing at a Time Notebook" tucked into the pages. After a short piece on the power of slowing down, fill in the designed notecards for a Beautiful Moments jar. Make a personal timeline. Learn the art of hand-lettering. Dig into your Beginner's Mind. Embrace the art of quitting. Take the writing cure. And always smile. Move slowly and with intention through *A Book That Takes Its Time*, and discover that sweet place where life can be both thoughtful and playful.

"Blazingly original, wry, and perfectly attuned to the oddness—and the profundity—of life" (Cristina Henríquez), Claire Luchette's debut, *Agatha of Little Neon*, is a novel about yearning and sisterhood, figuring out how you fit in (or don't), and the unexpected friends who help you find your truest self Agatha has lived every day of the last nine years with her sisters: they work together, laugh together, pray together. Their world is contained within the little house they share. The four of them are devoted to Mother Roberta and to their quiet, purposeful life. But when the parish goes broke, the sisters are forced to move. They land in Woonsocket, a former mill town now dotted with wind turbines. They take over the care of a halfway house, where they live alongside their charges, such as the jawless Tim Gary and the headstrong Lawnmower Jill. Agatha is forced to venture out into the world alone to teach math at a local all-girls high school, where for the first time in years she has to reckon all on her own with what she sees and feels. Who will she be if she isn't with her sisters? These women, the church, have been her home. Or has she just been hiding? Disarming, delightfully deadpan, and full of searching, Claire

Luchette's *Agatha of Little Neon* offers a view into the lives of women and the choices they make.

On the heels of Kendrick Lamar's Pulitzer Prize, as the world begins to recognize the creative side of Hip-Hop, comes a writing guide from a musician and "The greatest MC of all time," Rakim. The musician and Hip Hop legend—hailed as “the greatest MC of all time” and compared to Thelonious Monk—reimagines the writing handbook in this memoir and guide that incorporates the soulful genius, confidence, and creativity of a master artist. When he exploded on the music scene, musical genius Rakim was hailed for his brilliant artistic style, adding layers, complexity, depth, musicality, and soul to rap. More than anyone, Rakim has changed the way MCs rhyme. Calm on the mic, his words combine in a frenzy of sound, using complicated patterns based on multisyllabic rhymes and internal rhythms. Rakim can tell a story about a down-on-his-luck man looking for a job and turn it into an epic tale and an unforgettable rhyme. He is not just a great songwriter—he's a great modern writer. Part memoir, part writing guide, *Sweat the Technique* offers insight into how Rakim thinks about words, music, writing, and rhyming as it teaches writers of all levels how to hone their craft. It is also a rare glimpse into Rakim's private life, full of entertaining personal stories from his youth on Long Island growing up in a home and community filled with musiciansto the clubs of New York and the studios of Los Angeles during his rise to the top of popular music. Rakim celebrates the influences that shaped his development, including the jazz music of John Coltrane and the spirituality of the streets, and shares anecdotes spotlighting personalities such as L. L. Cool J. and Dr. Dre, among others. Filled with valuable lessons for every writer, *Sweat the Technique* reveals the heart and mind of an artist and his love for great storytelling, and always, the words.

John Stanko has been in the forefront of the purpose movement for many years. His emphasis on purpose has caused him to help people not only with their purpose but also their creativity. In this book, John lays out his plan for you to be more creative. He provides you with helpful tips he has used to release and expand his creativity. If you are looking to get started on your creativity journey or are well down the road and need a boost, this book is for you!

Double Blind follows three close friends and their circle through a year of extraordinary transformation. Set between London, Cap d'Antibes, Big Sur, and a rewilded corner of Sussex, this thrilling, ambitious novel is about the headlong pursuit of knowledge—for the purposes of pleasure, revelation, money, sanity, or survival—and the consequences of fleeing from what we know about others and ourselves. When Olivia meets a new lover just as she is welcoming her best friend, Lucy, back from New York, her dedicated academic life expands precipitously. Her connection to Francis, a committed naturalist living off the grid, is immediate and startling. Eager to involve Lucy in her joy, Olivia introduces the two—but Lucy has received shocking news of her own that binds the trio unusually close. Over the months that follow, Lucy's boss, Hunter, Olivia's psychoanalyst parents, and a young man named Sebastian are pulled into the friends' orbit, and not one of them will emerge unchanged. Expansive, playful, and compassionate, Edward St. Aubyn's *Double Blind* investigates themes of inheritance, determinism, freedom, consciousness, and the stories we tell about ourselves. St. Aubyn's major new novel is as compelling about ecology, psychoanalysis, genetics, and neuroscience as it is about love, fear, and courage. Most of all, it is a perfect expression of the interconnections it sets out to examine, and a moving evocation of an imagined world that is deeply intelligent, often tender, curious, and very much alive.

Insight is the mind's magic in action, solving problems, understanding relationships, creating new images—with a speed and certainty unavailable to ordinary consciousness. Breakthrough insights go even further. They take a quantum leap beyond ordinary creativity and our previous ways of looking at things—to a whole new method of resolving our difficulties. Almost all of us have experienced such moments in relation to work oriented or personal problems, and wish we could have them more often—in fact, we can. According to Willis Harman, Ph.D., president of the Institute of Noetic Sciences, and Howard Rheingold, human behavior columnist for *Esquire*, the main reasons we fail to have this kind of breakthrough experience more frequently are that we don't believe we can, and we don't apply the known techniques which can generate these insights. In *Higher Creativity*, the authors discuss this self-imposed limitation and argue persuasively for an enlarged image of everyone's creative potential. They examine the secret history of inspiration through contemporary and historical accounts of profound creative breakthroughs, and finally they describe a surprisingly simple and reproducible sequence that has often triggered these insights for outstanding innovators in business, science, and the arts. These apparently special people became special by harnessing, sometimes quite accidentally, the awesome power of the unconscious in the service of higher creativity. Following their example and using historically validated procedures for reprogramming the unconscious, you can learn to capture the lightning for personal breakthrough in your own life.

To get the best answer-in business, in life-you have to ask the best possible question. Innovation expert Warren Berger shows that ability is both an art and a science. It may be the most underappreciated tool at our disposal, one we learn to use well in infancy-and then abandon as we grow older. Critical to learning, innovation, success, even to happiness-yet often discouraged in our schools and workplaces-it can unlock new business opportunities and reinvent industries, spark creative insights at many levels, and provide a transformative new outlook on life. It is the ability to question-and to do so deeply, imaginatively, and “beautifully.” In this fascinating exploration of the surprising power of questioning, innovation expert Warren Berger reveals that powerhouse businesses like Google, Nike, and Netflix, as well as hot Silicon Valley startups like Pandora and Airbnb, are fueled by the ability to ask fundamental, game-changing questions. But Berger also shares human stories of people using questioning to solve everyday problems-from “How can I adapt my career in a time of constant change?” to “How can I step back from the daily rush and figure out what really makes me happy?” By showing how to approach questioning with an open, curious mind and a willingness to work through a series of “Why,” “What if,” and “How” queries, Berger offers an inspiring framework of how we can all arrive at better solutions, fresh possibilities, and greater success in business and life.

From a co-founder of Pixar Animation Studios—the Academy Award-winning studio behind *Coco*, *Inside Out*, and *Toy Story*—comes an incisive book about creativity in business and leadership for readers of Daniel Pink, Tom Peters, and Chip and Dan Heath. **NEW YORK TIMES BESTSELLER | NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The Huffington Post • Financial Times • Success • Inc. • Library Journal Creativity, Inc.** is a manual for anyone who strives for originality and the first-ever, all-access trip into the nerve center of Pixar Animation—into the meetings, postmortems, and “Braintrust” sessions where some of the most successful films in history are made. It is, at heart, a book about creativity—but it is also, as Pixar co-founder and president Ed Catmull writes, “an expression of the ideas that I believe make the best in us possible.” For nearly twenty years, Pixar has dominated the world of animation, producing such beloved films as the *Toy Story* trilogy, *Monsters, Inc.*, *Finding Nemo*, *The Incredibles*, *Up*, *WALL-E*, and *Inside Out*, which have gone on to set box-office records and garner

thirty Academy Awards. The joyousness of the storytelling, the inventive plots, the emotional authenticity: In some ways, Pixar movies are an object lesson in what creativity really is. Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired—and so profitable. As a young man, Ed Catmull had a dream: to make the first computer-animated movie. He nurtured that dream as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged a partnership with George Lucas that led, indirectly, to his co-founding Pixar in 1986. Nine years later, Toy Story was released, changing animation forever. The essential ingredient in that movie's success—and in the thirteen movies that followed—was the unique environment that Catmull and his colleagues built at Pixar, based on leadership and management philosophies that protect the creative process and defy convention, such as:

- Give a good idea to a mediocre team, and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come up with something better.
- If you don't strive to uncover what is unseen and understand its nature, you will be ill prepared to lead.
- It's not the manager's job to prevent risks. It's the manager's job to make it safe for others to take them.
- The cost of preventing errors is often far greater than the cost of fixing them.
- A company's communication structure should not mirror its organizational structure.

Everybody should be able to talk to anybody.

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