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Critical-thinking expert Michael Michalko has applied his talents to the service of the U.S. Army, the NATO military, and the CIA; now, he offers the updated second edition of Thinkertoys: A Handbook of Creative-Thinking Techniques, a jam-packed wealth of brain-twisting visual and verbal puzzles and exercises designed to stimulate new ways of solving problems and looking at situations.

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In this revised and expanded edition of his groundbreaking Thinkertoys, creativity expert Michael Michalko reveals life-changing tools that will help you think like a genius. From the linear to the intuitive, this comprehensive handbook details ingenious creative-thinking techniques for approaching problems in unconventional ways.

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The best thing that 'Thinkertoys: A Handbook of Creative-Thinking The notion of this hasn't exactly been my best asset, and I've never really understood why. I've haven't been supported by people that understood it in a way that helps me understand how to challenge me in ways that led to more fundamental creativity.

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Urban Dictionary: Free Thinker

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Thinkertoys: A Handbook of Creative-Thinking Techniques ...

Thinkertoys are concrete techniques that help one become an active thinker. This book discusses two sorts of Thinkertoys: linear Thinkertoys and intuitive ones, for left-brained and right-brained thinkers respectively. 1. Linear Thinkertoys structure existing information. 2. Intuitive Thinkertoys generate new information using insight,

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noun a person who forms opinions on the basis of reason, independent of authority or tradition, especially a person whose religious opinions differ from established belief.

Freethinker | Definition of Freethinker at Dictionary.com

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[9780898154085] Michael Michalko is one of the most highly acclaimed creativity experts in the world. As an officer in the U.S. Army, he organized a team of NATO...

Rethink the Way You Think In hindsight, every great idea seems obvious. But how can you be the person who comes up with those ideas? In this revised and expanded edition of his groundbreaking Thinkertoys, creativity expert Michael Michalko reveals life-changing tools that will help you think like a genius. From the linear to the intuitive, this comprehensive handbook details ingenious creative-thinking techniques for approaching problems in unconventional ways. Through fun and thought-provoking exercises, you'll learn how to create original ideas that will improve your personal life and your business life. Michalko's techniques show you how to look at the same information as everyone else and see something different. With hundreds of hints, tricks, tips, tales, and puzzles, Thinkertoys will open your mind to a world of innovative solutions to everyday and not-so-everyday problems.

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Why isn't everyone creative? Why doesn't education foster more ingenuity? Why is expertise often the enemy of innovation? Bestselling creativity expert Michael Michalko shows that in every field of endeavor – from business and science to government, the arts, and even day-to-day life – natural creativity is limited by the prejudices of logic and the structures of accepted categories and concepts. Through step-by-step exercises, illustrated strategies, and inspiring real-world examples, he shows readers how to liberate their thinking and literally expand their imaginations by learning to synthesize dissimilar subjects, think paradoxically, and enlist the help of the subconscious mind. He also reveals the attitudes and approaches that diverse geniuses share – and anyone can emulate. Fascinating and fun, Michalko's strategies facilitate the kind of lightbulb-moment thinking that changes lives – for the better.

Contains idea-triggering questions based on nine principles of creativity (substitute, combine, adapt, magnify or add, modify, put to some other use, eliminate, rearrange, reverse). Designed to stimulate creative thinking about problems and generate new ideas in business or other settings.

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 framework for overcoming the six types of innovation killers Everybody wants innovation—or do they? Creative People Must Be Stopped shows how individuals and organizations sabotage their own best intentions to encourage "outside the box" thinking. It shows that the antidote to this self-defeating behavior is to identify which of the six major types of constraints are hindering innovation: individual, group, organizational, industry-wide, societal, or technological. Once innovators and other leaders understand exactly which constraints are working against them and how to overcome them, they can create conditions that foster innovation instead of stopping it in its tracks. The author's model of constraints on innovation integrates insights from the vast literature on innovation with his own observations of hundreds of organizations. The book is filled with assessments, tools, and real-world examples. The author's research has been

featured in the New York Times, Wall Street Journal, London Guardian and San Jose Mercury News, as well as on Fox News and on NPR's Marketplace Includes illustrative examples from leading organizations Offers a practical guide for bringing new ideas to fruition even within a previously rigid organizational culture This book gives people in organizations the conceptual framework and practical information they need to innovate successfully.

How to solve critical business challenges by generating more and better ideas Every organization needs a steady supply of fresh, relevant ideas, but managers can't just lock teams in a room with a mandate to brainstorm and hope for the best. Ideation is both a science and an art, and when group ideation processes are well-designed and well-facilitated, anyone can generate an abundance of creative, implementable options—not to mention true breakthroughs—for any business need. Drawing on his work leading high-stakes ideation sessions at over 300 organizations, Mattimore explains the how, what, and why of successful ideation and provides a framework for when and how to apply various techniques. Identifies Mattimore's top ideation and innovation techniques (including "brainwalking," finding inspiration in worst ideas, the unexpected effectiveness of wishing, and more) and lays the groundwork for you to invent successful processes of your own Tells real stories of ideation at work in Mattimore's consulting business, including how Ben & Jerry's named a new strawberry fudge flavor, how Thomas' invented a new, healthier English muffin that now accounts for over 30% of its sales, how IBM transformed the culture of one of its divisions to make it more innovative, and many more Mattimore is a world-class expert on applied creativity and an innovation process consultant to over one-third of the Fortune 100 companies; he and his team have helped create and launch products and services worth over \$3 billion in annual US retail sales With a diverse range of tested methods, Idea Stormers is the indispensable guide for developing original, practical solutions to even the most intractable-seeming creative challenges.

Brand New's revolutionary innovation process is a proven road map you can put to work immediately to create successful new products, services, and business models. Written by leading innovation practitioners, and the coauthor of the bestseller Customers for Life, the authors of this tightly focused, highly entertaining book have nailed the issue perfectly when it comes to successfully introducing anything new. Research shows people like new products and services. Indeed they go out of their way to try to find them. Yet companies are truly terrible at providing new products and services that meet these customers' needs. Why are companies so bad at giving customers what they want? Because they lack a simple proven process that makes sure innovation occurs efficiently time after time. No one knows this better than Mike Maddock and his team at Maddock Douglas, the Agency of Innovation,™ which has worked closely with more than a quarter of Fortune 100. To solve the innovation paradox, Maddock explains the process his team has used to help the world's best companies and shows you how to Find needs and opportunity in the marketplace Come up with significant market insights Create compelling communication (using the actual words your customers use) to convince people to try your new creation What has worked for some of the world's most successful companies, when it comes to innovation, will work for you. Start putting the Lessons of Brand New to work for you...before the competition does.

Spark the next great business idea by igniting your team's passion and creativity Innovating breakthrough products, services, solutions, and marketing ideas are some of the most important challenges you face as a manager. Don't wrack your brain trying to catch that "eureka" moment alone; unleash your team's creative power with The Big Book of Brainstorming Games. This book is packed with physical and verbal exercises to help you organize and run a brainstorming session that engages all personality types. Get those creative juices flowing with expert guidance and dozens of enjoyable group activities to help you: Frame challenges to give team members structure and context Master the proven "Four Rules of Brainstorming" for amazing results Create an environment of trust that encourages and inspires valuable contributions from people from all backgrounds and at all levels The best ideas can come from anywhere! The Big Book of Brainstorming Games gives you the tools and knowledge to build a solid, structured foundation for free-form interaction and fearless conceptualizing. Now you can get everyone in on the game and make great things happen!

Suggests a variety of activities designed to develop one's creativity, and tells how to live creatively free and develop a more positive and open outlook on life

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