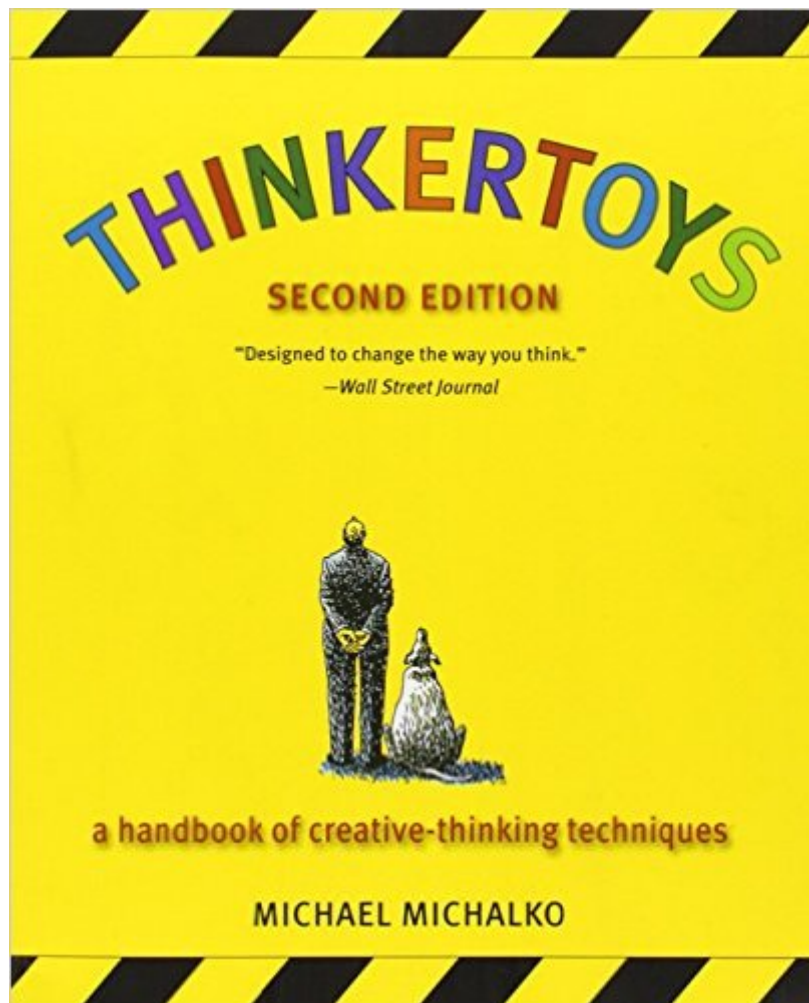




The book was found

Thinkertoys: A Handbook Of Creative-Thinking Techniques (2nd Edition)



Synopsis

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.

Book Information

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Customer Reviews

• Shows you how to expand your imagination. • Newsweek's special find. Period. • Executive Edge's must-have book in any business setting. • Women in Business

This new edition contains updated examples, three new Thinkertoys and an entirely new group brainstorming section with five new chapters. Michael is also the author of Thinkpak (A Brainstorming Card Set), which is a novel creative-thinking tool that is designed to facilitate brainstorming sessions and Cracking Creativity (The Secrets of Creative Geniuses) which describes the common thinking strategies creative geniuses have used in the sciences, art, and industry throughout history and shows how we can apply them to become more creative in our business and

personal lives.

This book is great both for reference and for reading. It's extremely well-organized, so it's generally pretty easy to find a technique and information pretty quickly. With that said, this book won't tell you everything you need to know about creativity. A lot of people want a "quick fix" or "on/off switch" for creativity; while this book will provide you with techniques that you can start using quickly, I do not believe that this book will provide an instant fix. I recommend combining this book with "The Accidental Creative" by Todd Henry, which focuses on the kinds of systems and practices you need to have in place in order to be sustainably creative. My one complaint about this book is that at points it assumes that you already know which problem to work on. For example, if you're starting with a question like "what can we do to increase sales?" this book will give you techniques to help you with that. If you're looking for answers to a less specific question like "what new products can we develop this year?" or "which research problem should I work on?" this book isn't quite as helpful. It also focus more on business than on math, science, or technology.

Ever come up with an idea that just made you shiver in giddy excitement? I'm talking "hair-on-the-back-of-the-neck" type "whoa!" thrill? Give the brainstorming methods of this magnificent gem a chance and I can assure you this will be a part of your life. I've been able to find a spattering of brainstorming methods on the internet. Heck, I even made a couple of my own. However, I was never really satisfied in that no single reference point occupied a dedicated space in my library. Nothing seemed worth it. Let's just say that this is no longer the case. Thinkertoys is a tool that any person, creative or 'not', can use and *will* produce usable results. An honest attempt at the exercises is necessary - you can't go becoming a body-builder just by picking up a weight one time now can you? This book will take some time to go through if you take your time but it's worth the effort. Add this to your library, tab/flag the Thinkertoy 'blueprints', and proceed to have a great innovation tool by your side at all times. This book makes my unconscious mind shout for joy. For that, Mr. Michalko, I thank you many times

over.=====Recommend to anyone who is (or is not) creative, anyone looking for a metric "butt-ton" of idea generators, and anyone who would like to understand the mind a bit more.=====This is one of the rare books I actually paid full (discounted) price on ... and it's worth every penny.

I was looking for a way to be more creative in breaking down problems. ThinkerToys teaches you

two things 1) What it means to be creative--this is all perspective, you must think you're creative and practice it 2) Techniques for encouraging creative thinking, eg questioning assumptions and overturning them. I bought this in paperback and it was inconvenient to carry around; I liked it so much I bought it again for Kindle for easy reference when I need to pump the creative juices. It's really that good. The techniques are very helpful just to exercise your creative muscle everyday.

If you're a blogger or small business owner who wears every hat from marketing to sales, this book is for the creative you. It helps you with thinking exercises that help you problem solve and stimulate your creativity in ways that you never imagined. I first borrowed this book from the library and then decided that I had to have my own copy because it's like the Thesaurus for Thinking. Problem solving techniques for the whole family. Every home should own a copy.

As the title hints, this is a handbook on creative thinking techniques. The techniques described in this book can be applied to any problem small or large. They are divided into two broad categories: linear and intuitive. Linear thinkertoys make use mostly of the left side of the brain. They rely on analysis, patterns etc. These techniques include mind mappings, fractionation, reversal and matrix just to name a few. Intuitive thinkertoys make more use of the right side of the brain. They rely on intuition, imagination etc. These techniques include analogies, relaxation and imagery to name a few. What makes this book stand out are the depth and breadth in which the abstract topic of thinking is discussed. In addition the author provides numerous concrete examples of situations in which these techniques were employed. This is an addition to the blueprint on how the technique should be applied. That being said, the guidelines leave room for interpretation which is crucial for generating new ideas. Overall a very interesting and unique read that's highly recommended for anyone looking to learn more about thinking in general and creative thinking in particular. It is highly applicable to any individual regardless of business area. To make the most use out of this book, it's advisable to read one or two sections at a time and try to apply the preached techniques to solve one's every day problems.

I am the creator of a mobile game called "Color Switch;" this game has gone on to be downloaded almost 140,000,000 times all over the world. I make video games full time and have traveled the world because of video games. I used Slice and Dice and SCAMPER from "Thinkertoys" to generate all my game ideas including "Color Switch." This \$12 book changed my life. To change your thinking is to change your life, after all. If you apply the techniques in this book every day, you

will eventually improve your thinking to the point you've reached your goals. There is no 100% guarantee, but you are improving the likelihood of this happening by applying what is in this book. I cannot say enough about this book. Anyone who gives it less than five stars just does not understand the potential power inside of this book.

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