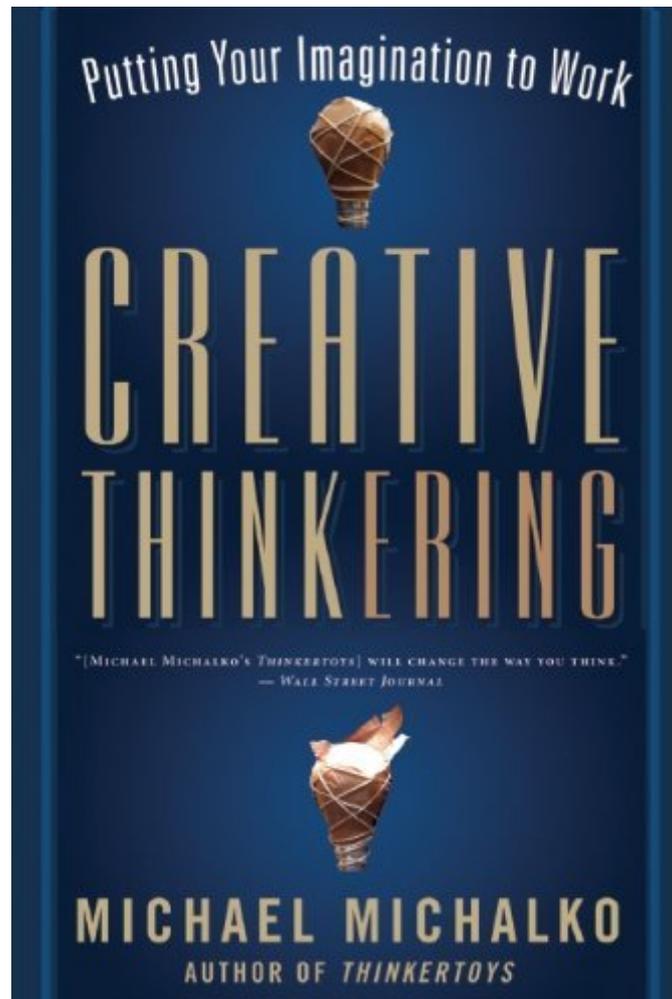


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# Creative Thinking: Putting Your Imagination To Work



## Synopsis

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.

## Book Information

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## Customer Reviews

I've found a real jewel of a book recently. Let me make a direct statement here: Michael Michalko's new book Creative Thinkering -- is a real gem stone. Just finished reading in one go on a flight

across the pond -- and it was a mind-bendingly delightful and informative read - Chicago to London has never gone so quickly. Thought provoking and interactive, Creative Thinkering, really gets you...thinking...in a fresh way about the meaning and "how to" of invention and breakthrough problem solving. It's packed with information about the nature of creativity. It flows logically, it has lots of juicy real life stories and examples, and it's absolutely loaded with germane and fun visuals. I'd add that it's also emotionally engaging and it has you realising that, yes, I can be more creative. His "thinkering" exercises have you proving it to yourself, it's really creative empowerment. This book deserves a wide readership -- creative thinking could use a breakthrough book. It's one of the weird things about the field, that is, the people mostly likely to read a creativity book are those that don't need it. Creative Thinkering bridges the perception gap and opens up creative vistas -- even for those who don't believe they have the creative gene. Creative Thinkering de-mystifies the mythology that surrounds creativity, although if anything I finish the book even more awestruck about the power of imagination. Michalko elaborates extensively on the concept of "conceptual blending" which, in essence, is a mash-up in someone's mind of unrelated concepts that has them coming up with fresh, breakthrough ideas. This is a thinking capacity we all have, but one that few of us tap into. This conceptual blending is not an entirely new idea, but it's never been so well explained.

Those who have read any of Michael Michalko's previously published books, notably Cracking Creativity and Thinkertoys, already know that he has a unique talent for explaining the creative process (making something new) and the innovative process (making something better) and does so creatively and innovatively, in ways and to an extent that almost anyone can understand (a) what they are, (b) how they differ, (c) what they share in common, and (d) how to benefit from them. In his latest book, he explains how and why conceptual blending of dissimilar subjects, ideas, and concepts is the most important factor in creative thinking. It is not only a matter of "connecting the dots," although that skill important; it also involves "connecting the right dots in the right way" and, more importantly, being able to recognize especially important "dots" that others may not see, much less appreciate. Michalko organizes his material within two Parts: Creative Thinking and The Creative Thinker. Obviously, the first focuses on various techniques, skills, drills, exempla, and exercises that explain what creative thinking is and can do. In Part II, he explains how almost anyone can become a much more creative thinker. More specifically, how to become much more alert for connections (especially between and among what are significantly dissimilar), intentionally thinking more creatively rather than haphazardly, changing the way one speaks in order to change

the way one thinks (he devotes all of Chapter 12 to that), and "Becoming What You Pretend to Be," the title of the next chapter. Long ago, Henry Ford observes, "Whether you think you can or think you can't, you're right." Michalko wholly agrees, noting that just as attitude can influence behavior, behavior can influence attitude.

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