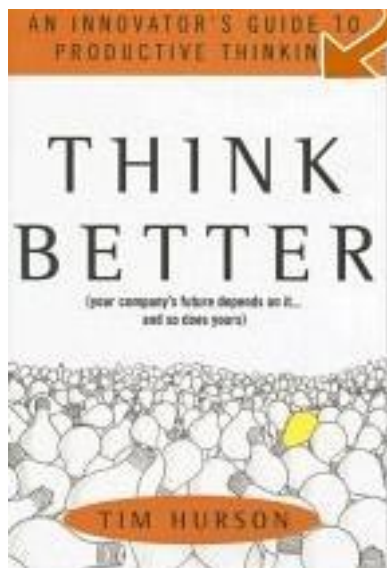


Think Better



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著者:Tim Hurson

出版者:McGraw-Hill

出版时间:2007

装帧:Hardcover

isbn:9780071494939

There are thousands of books about thinking. But there are very few books that provide clear how-to information that can actually help you think better.

Think Better is about Productive Thinking — why it's important, how it works, and how to use it at work, at home, and at play. Productive Thinking is a game changer — a practical, easy-to-learn, repeatable process that helps people understand more clearly, think more creatively, and plan more effectively. It's based on the thinking strategies that people we celebrate for their creativity have been using for centuries. Tim Hurson brings Productive Thinking out of the closet and presents it in a way that makes it easy for anyone to grasp and use — so you can think better, work better, and do better in every aspect of your life.

Think Better demonstrates how you can start with an intractable technical problem, an

unmet consumer need, or a gaping chasm in your business strategy and, by following a clearly defined, practical thinking process, arrive at a robust, innovative solution. Many companies use the Productive Thinking model to generate fresh solutions for tough business problems, and many individuals rely on it to solve pressing personal problems.

The principles you'll find in Think Better are straight-forward: separate your thinking into creative thinking and critical thinking; stay with the question; strive for the “third third” by generating lots and lots of ideas; and look for unexpected connections.

The model consists of six interlocking steps:

Step 1: What's Going On? Explore and truly understand the challenge.

Step 2: What's Success? Envision the ideal outcome and establish success criteria.

Step 3: What's the Question? Pinpoint the real problem or opportunity.

Step 4: Generate Answers List many possible solutions.

Step 5: Forge the Solution Decide which solution is best. Then make it better.

Step 6: Align Resources Create an action plan.

Tim Hurson starts by explaining how we all build inner barriers to effective thinking. He identifies our habits of thinking that severely limit our behavior, from “monkey mind” to “gator brain.” Then he demonstrates how to overcome these barriers.

More than anything, productive thinking is an attitude that will let you look at problems and convert them into opportunities. At the end of this disciplined brainstorming process, you'll have a concrete action plan, complete with timelines and deadlines.

The book is filled with many of Hurson's original brainstorming tools that will empower you to generate, organize, and process ideas. For example, you can identify your best ideas using the five C's: Cull, Cluster, Combine, Clarify and Choose. And you can transform an embryonic idea into a robust solution with POWER, which stands for Positives, Objections, What else?, Enhancements and Remedies.

To create the future, you first must be able to imagine it. Productive thinking is a way to help you do that.

From the Back Cover

Want to Outsmart the Competition? Learn how to Think Better.

“Marvelously choreographed and insightful... A treasury of powerful ideas for anyone who wants to boost their own brand equity and contribute mightily to their company's success.” -Andy Boynton, Ph.D., Dean, Carroll School of Management, Boston College, and author of Virtuoso Teams

“If you want success in your career, in your business, or in your life, Think Better is for you. Buy it, read it, and don't look back.” -Roger J. Burns, Worldwide Partner Mercer Human Resource Consulting

“Brilliant, thought-provoking, easy-to-read, this book is one of the best creativity books I have read in 30 years. Buy it, read it, and change your life!!” -Arthur B VanGundy, Ph.D., Professor of Communication, University of Oklahoma, author of Getting to Innovation

“Get copies for everyone you work with, talk about it together, and then get on with inventing your future. This book will show you how.” -Ian Percy, author of The Profitable Power of Purpose

“A practical guide to the power and importance of productive thinking that should be read by everyone. Use it to unlock the full creative power of your mind.” -Glenn Bishop, Director, Engineering, Yahoo! Europe

“Tim will get your gray matter in an uproar. I can't stop thinking about Think Better. But you should. Stop thinking about buying this book and go buy it...NOW.-Stephen Shapiro, author 24/7 Innovation

“More than worthwhile - a must.” -Roger von Oech, author A Whack on the Side of the Head

作者介绍:

Tim Hurson is a founding partner of thinkx intellectual capital (www.thinkxic.com), a firm that provides global corporations with training, facilitation, and consultation in productive thinking and innovation. He's both a faculty member and Trustee of the Creative Education Foundation, and a founding director of Facilitators Without Borders.

目录:

[Think Better_下载链接1](#)

标签

思维

思考

英文原版

Think

方法论

McGraw-Hill

职场

经济管理

评论

实际的思考方法很好

non-linear, right brain, creativity, innovation . a book where these terms get real and easy

First two parts are better than the rest.

USA

Converge thought by creative thinking and diverge it by critical thinking. Learning is far from thinking. Anyway, thinking always involves your ideas.

chao ji mei ying yang, fei hua hen duo, qi shi mei zhang zhen zheng you yong de dong xi zhi you ji ju hua...

This book is very classic about creative thinking and the author, Tim Hurson is very logic. He gives the answer about how to think creatively. And every paragraph gives an example and gives you how to use it. That is a good thing. And it's a very logical

way.

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书评

如何最大程度运用好各种思维，运用重复思维，可以节约一些时间和减少一下不必要的思考及烦恼。运用创新思维，抓住闪光点，营造不一样的人生,但不被拉着天马行空。运用批判思维，让闪光点变的可实施，但不成为绊脚石。很多能力，资源，你都具备，只是缺乏了合理运用的能力。

Tim cited from George Bernard Shaw: Imagination is the beginnng of Creation: you image what you desire, you will what you image,at last you create what you will. he also said : Nothing is perfect,the world is full if things we can do better! yes we can do ...

1、发散思维：头脑风暴、可能的思路、提问方式代替陈述方式，禁止批评，批评放在收敛环节 2、发现本质：发现现象背后的原因
3、收敛：选择最优解，想要的是什么，哪些是可以做的，哪些是不能实现的
4、协调资源 有了正确的思维，可以将别人的经验变成自己的，并开创新的局面， ...

现代社会，特别是在党中央创建创新性社会号召下的中国社会，急需要，大批富有创造力精神的人。然而由于中国教育体制的弊端，我们培养的是一大批具有强烈固化思维的青年，正如书中所说的“模式化”。十几年模式化教育可以保护我们找到一份安逸的稳定的工作，却束缚住了我们思维...

如果做创意动作，建议还是读一读可以学到很多东西。外国人写书多很细致，结合模型和案例。
真正生活中考虑不到那么多的情况，但是我妹妹看到MHP的小红标就不能自以，书还是很不错的，如果你缺乏创业，建议阅读

译者出于珍爱之心，对本书有较高的评价，称可以改变人的思维方式及生活，也不算是言过其实，因人而异罢了，不同的人读同一本书感觉不一样，有的人如聆天音，有的人晕晕欲睡。书名俗了一点。

總的來講,是一本非常實用的書,根據書的中的精神,你能夠一步步的理清思路,找到更為滿意的,或者說更有創意的解決方案,而且在矯正方案,還有更好的執行方案上都較有幫助!覺得沒有白讀!

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