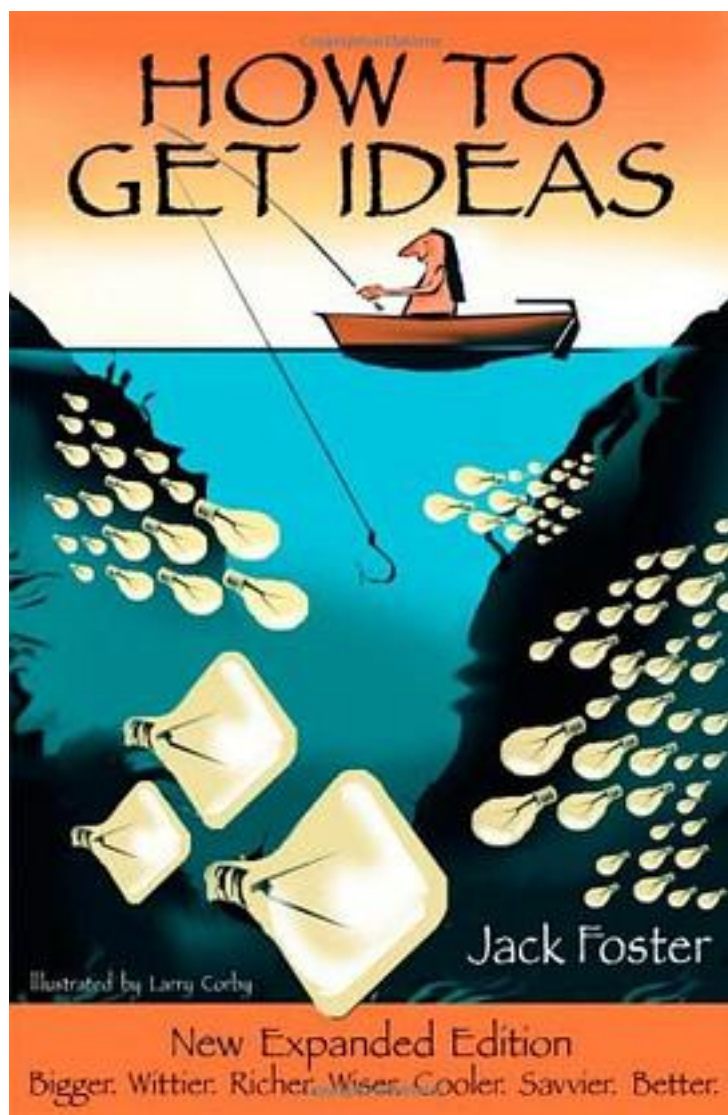


How to Get Ideas



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Most people would agree that to get an idea you must first gather all the necessary information; second, work at finding an idea; and third, forget about it and wait for inspiration to hit. The third part's easy, but hardly anybody tells you how to do the first two. Worse, nobody tells you how to condition your mind before you set out on your journey. And if your mind isn't idea-conditioned it doesn't make any difference if you know the steps; you'll never reach the ideas you're capable of creating. For, telling a person who isn't idea-conditioned how to generate ideas is like telling a person with weak legs how to high jump. "How to Get Ideas" starts by defining an idea as "nothing more nor less than a new combination of old elements." Then it uses that definition as a springboard to discuss how to get them. The first seven chapters deal with the things you must do to condition your mind to be ripe and ready for idea creation. These fun but effective methods range from "Be more like a child" to "Screw up your courage." Chapters 8 through 11 explain, in more specific detail, the actions that you make in order to get an idea, looking at, defining the problem, gathering information, and purposefully "forgetting about it." Lastly, after developing a methodology for creativity and idea generation, the book goes on to explain how to put your ideas into action. This new edition will additionally include 2 new concepts. One that focuses on how to "rejoice in failure" - showing how one can reframe apparent defeat to be a major generative source for powerful new ideas. The other will explain the importance and the details behind the construction an environment that is ripe for idea creation.

作者介绍:

Jack Foster, a creative director for various advertising agencies with more than 40 years experience.

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评论

众多名人引言和作者在广告公司的个人经验堆砌的一本鸡汤书。

都是作者的主观意见，未有严谨的实验设计或者详实的参考文献，给的意见太过简单，不具有参考价值，对一半弃。

提出了一些不错的建议

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