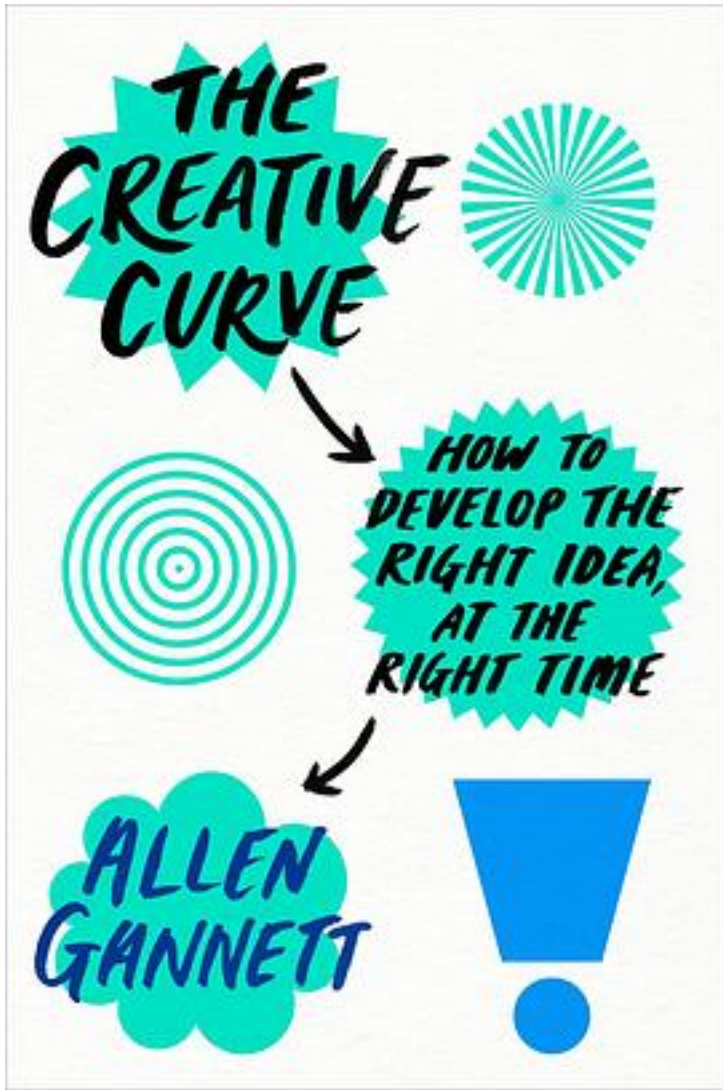


# The Creative Curve



[The Creative Curve\\_下载链接1\\_](#)

著者:Allen Gannett

出版者:Knopf Doubleday Publishing Group

出版时间:2018-6-12

装帧:Hardcover

isbn:9781524761714

Big data entrepreneur Allen Gannett overturns the mythology around creative genius, and reveals the science and secrets behind achieving breakout commercial success in any field.

We have been spoon-fed the notion that creativity is the province of genius — of those favored, brilliant few whose moments of insight arrive in unpredictable flashes of divine inspiration. And if we are not a genius, we might as well pack it in and give up. Either we have that gift, or we don't. But Allen shows that simply isn't true. Recent research has shown that there is a predictable science behind achieving commercial success in any creative endeavor, from writing a popular novel to starting up a successful company to creating an effective marketing campaign.

As the world's most creative people have discovered, we are enticed by the novel and the familiar. By understanding the mechanics of what Gannett calls “the creative curve” – the point of optimal tension between the novel and the familiar – everyone can better engineer mainstream success.

In a thoroughly entertaining book that describes the stories and insights of everyone from the Broadway team behind Dear Evan Hansen, to the founder of Reddit, from the Chief Content Officer of Netflix to Michelin star chefs, Gannett reveals the four laws of creative success and identifies the common patterns behind their achievement.

作者介绍:

目录:

[The Creative Curve 下载链接1](#)

标签

创新

思维

互联网

英文原版

万维钢推荐

Creativity

英文

暂放

## 评论

书里认为，创意不是魔法，而是一种“肌肉”，会越练越强壮，你越熟悉，就越知道该如何使用它。磨练创意的四条法则：第一，吸收大量信息。能创作出好内容的人，其实是最懂得倾听和收集信息的人，“只有不断吸收别人的所见所闻，才能累积材料，在适当的时候借用”。第二，模仿成功的创意。第三，组建团队，一起优化和传播创意。第四，反复改善。甘尼特说，每一个成功的创意会经历蛰伏、暴红、没落的周期。好创意刚开始时容易被人称赞，一旦过度曝光、传播后，就会开始产生反作用力。他提醒说，当创意开始没落，我们不该紧抓不放，而是开始磨练下一个创意。

-----  
可以做《创造力》的延伸读物。最受启发的是“clutural awareness”这部分。

-----  
想到了我的Dr. van der Stock

-----  
太喜欢作者的文笔 读起来舒畅 节奏韵律刚好合适

-----  
能创作出好内容的人，其实是最懂得倾听和收集信息的人，“只有不断吸收别人的所见所闻，才能累积材料，在适当的时候借用”。

-----  
既是干货，又是鸡汤。创意不是凭空而来，而可以通过以下方式训练：一，大量广泛汲取领域内知识来培养直觉（consumption）；二，模仿前人杰作学习规律（imitation）；三，不能孤军奋战，主动寻找良师益友（creative community）；四，在前三者基础上不断改进提高（iteration）。读完倍感振奋，觉得“我也能行！”

-----  
戳破传统成功学泡泡，现实版成功学教程

-----  
[The Creative Curve 下载链接1](#)

书评

-----  
[The Creative Curve 下载链接1](#)