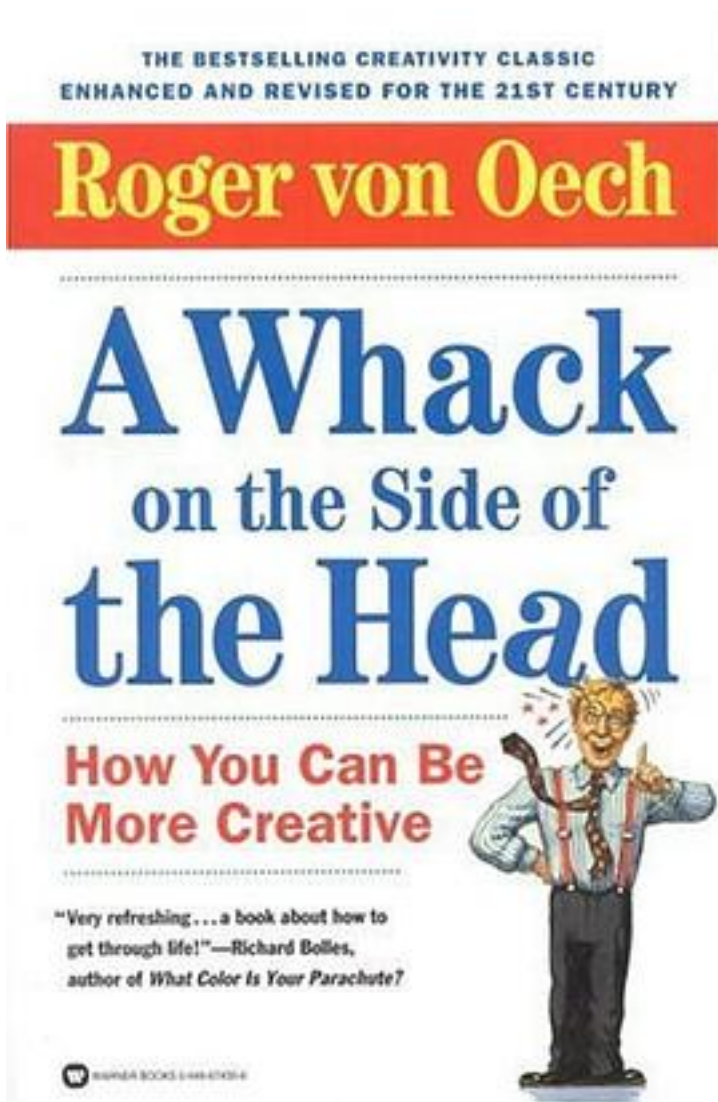


A Whack on the Side of the Head



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著者:Roger von Oech

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This is the 25th anniversary edition of the creativity classic by Dr. Roger von Oech.

Over the years, A WHACK ON THE SIDE OF THE HEAD has been praised by business people, educators, scientists, homemakers, artists, youth leaders, and many more. The book has been stimulating creativity in millions of readers, translated into eleven languages, and used in seminars around the world.

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作者介绍:

羅傑・馮・歐克 (Roger von Oech)

美國史丹佛大學博士

作者精采的講座和課程風靡全球，提昇了無數人動腦筋和創意發想的技巧。

作者曾與全球無數知名大企業，如Disney、Intel、NBC、MTV、Sony、Coca-Cola、Microsoft、Ford、IBM、Cartier、GBS、CitiBank等合作。現與家人居住於美國加州。

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！這一本當頭棒喝包含了有趣的心理練習。體現在商業中，創意常是玩樂、幽默、與暫時拋

開邏輯、實際考量、與傳統智慧的產物。本書內容設計佳，並有許多聰明有趣的插畫和許多勇於嘗試的年輕人的創業故事。」 ---洛杉磯時報 (Los Angeles Times)

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