

# A Whack on the Side of the Head

THE BESTSELLING CREATIVITY CLASSIC  
ENHANCED AND REVISED FOR THE 21ST CENTURY

Roger von Oech

# A Whack on the Side of the Head

How You Can Be  
More Creative

"Very refreshing...a book about how to  
get through life!"—Richard Bolles,  
author of *What Color Is Your Parachute?*



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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.

Now Roger von Oech's fully illustrated and updated volume is filled with even more provocative puzzles, anecdotes, exercises, metaphors, cartoons, questions, quotations, stories, and tips designed to systematically break through your mental blocks and unlock your mind for creative thinking. This new edition will attract an entire new generation of readers with updated and mind-stretching material.

作者介绍:

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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。

！可能比易經更發人深省 ---財富雜誌 (Fortune)

！羅傑·馮·歐克因本書在全國贏得了忠實支持者 ---美國商業週刊 (Business Week)

！一本讓你腦筋動起來的書..聰明詼諧的觀察..還有許多心理訣竅 ---股份公司(Inc.)雜誌

！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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Didn't Whack me that well

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