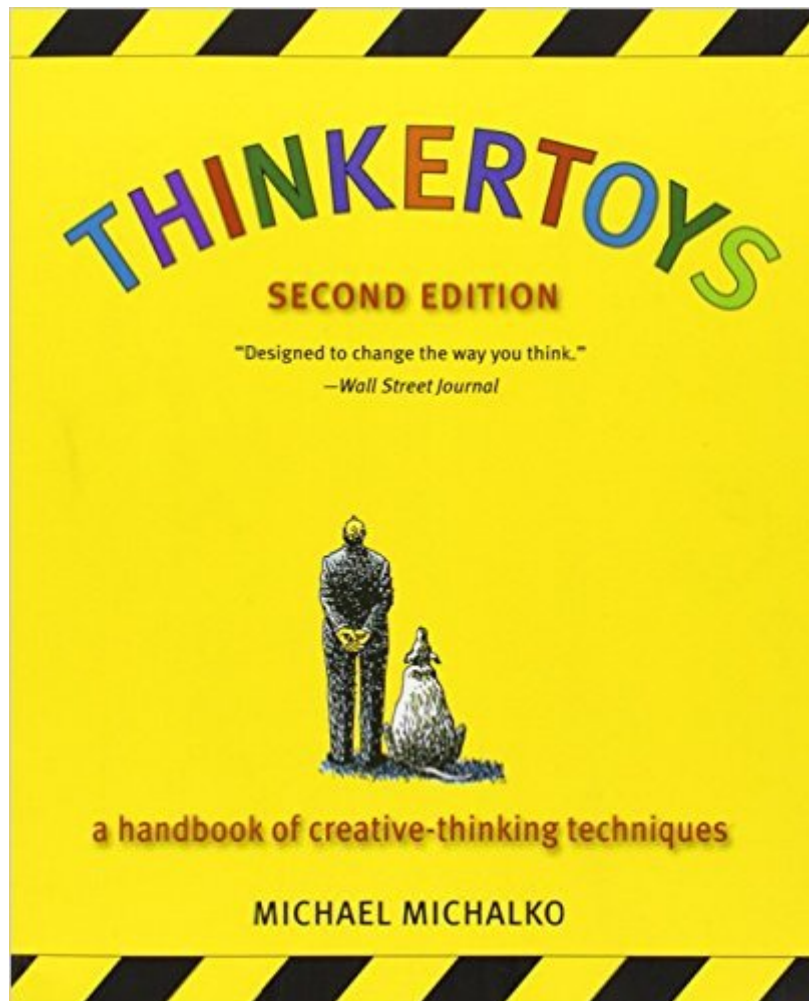


The book was found

Thinkertoys: A Handbook Of Creative-Thinking Techniques (2nd Edition)



Synopsis

Rethink the Way You Think! In hindsight, every great idea seems obvious. But how can you be the person who comes up with those ideas? In this revised and expanded edition of his groundbreaking Thinkertoys, creativity expert Michael Michalko reveals life-changing tools that will help you think like a genius. From the linear to the intuitive, this comprehensive handbook details ingenious creative-thinking techniques for approaching problems in unconventional ways. Through fun and thought-provoking exercises, you'll learn how to create original ideas that will improve your personal life and your business life. Michalko's techniques show you how to look at the same information as everyone else and see something different. With hundreds of hints, tricks, tips, tales, and puzzles, Thinkertoys will open your mind to a world of innovative solutions to everyday and not-so-everyday problems.

Book Information

Paperback: 416 pages

Publisher: Ten Speed Press; 2 edition (June 8, 2006)

Language: English

ISBN-10: 1580087736

ISBN-13: 978-1580087735

Product Dimensions: 7.5 x 0.9 x 9.1 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars See all reviews (159 customer reviews)

Best Sellers Rank: #14,713 in Books (See Top 100 in Books) #87 in Books > Self-Help > Creativity

Customer Reviews

Cracking Creativity was the first book I read, and reviewed from Michael Michalko, and what a book! Thinkertoys is Michael's first book and my second read. I also own Thinkpack, a creative card deck. All spectacular! In general, I would say that Thinkertoys is similar to Cracking Creativity, but Thinkertoys offers varied and many different creative techniques, "business creativity for the 90's." Michael explores artists, scientists, and numerous other creative thinkers to which seems the basis of his work. It's amazing the amount of material that was put into this book. Numerous quotes by Sun Tzu, there are also numerous diagrams and puzzles throughout this book. These mindbenders always seem to be related to the chapter, or the discussion at the time. These drawings, puzzles, and brainteasers really convey the message of what this whole book is about. That is what I like

about this book is because it shows you, and you have to figure some things out. The book is set up into 4 different parts. Part One: Linear Thinkertoys, Part Two: Intuitive Thinkertoys, Part three: Group Thinkertoys, Part Four: Endtoys. And in these areas there are numerous techniques, storylines, brainteasers, and flaming hot ideas. It's not hard to try most of the techniques. Most of them merely require a pencil, a piece of paper, a problem or an idea. Michael gives a "Blueprint" (i.e. summary) of every major technique that he covers in the chapters. I have read other creativity books but Thinkertoys is very exceptional because it seems to me to be more proactive, I see the techniques and I immediately want to try them for myself. Thinkertoys is not just some dry language with endless paragraphs of explanation, as with some creativity books I have read. None of these other books will be mentioned here.

The first time I encountered 'Thinkertoys' it was actually the first edition released during the early 90's, when it was also about the time I began to explore the various options with regard to my mid-life transition. In fact, I had initially spotted an interesting review in the Entrepreneur magazine. I managed to trace the publisher & had immediately ordered the first 100 copies for my debut bookstore. It became the best seller in my store for many years. Then came 'Cracking Creativity' a few years later as well as the accompanying brainstorming card deck, Thinkpak, to 'Thinkertoys'. What impressed me most is not so much the creativity tools outlined in both books. In fact, the most productive learning experiences I got out of both books are a few very important things, which I would like to share with readers. Let's take a look at Thinkertoys. In the Introduction, the author started off with a visual puzzle: 'Can you identify the figure below?' Only by shifting your focus, you can then see the hidden word within the figure. In the author's own words, "...by changing your perspectives, you can expand your possibilities..." Let's move to 'Cracking Creativity'. In the Introduction, the author introduced a simple arithmetic equation: What is half of thirteen? The subsequent passages as outlined in Part I: Seeing What No One else is Seeing, & Strategy I: Knowing How to See, by the author revealed the secrets to getting many possible answers (or perspectives) to the above equation.

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