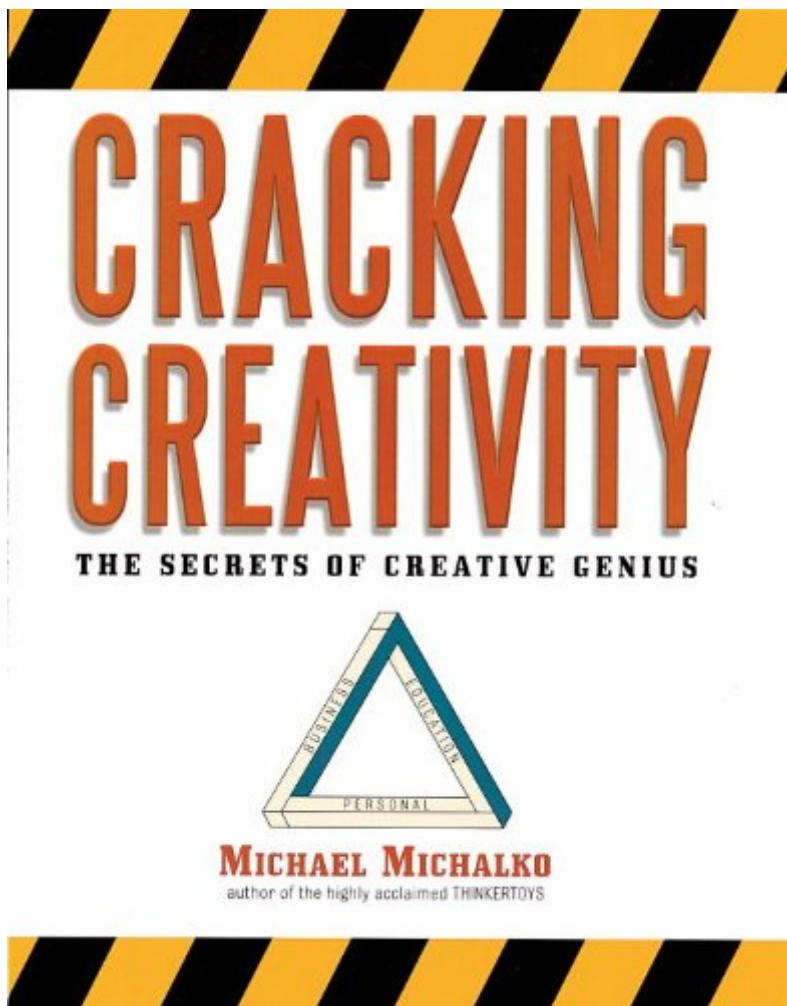


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# Cracking Creativity: The Secrets Of Creative Genius



## **Synopsis**

The follow-up to the bestselling *THINKERTOYS*, this book by internationally renowned business creativity expert Michael Michalko shows how creative people thinkâ "and how to put their secrets to work for you. Through research and analysis of hundreds of history's greatest thinkersâ "from Leonardo da Vinci to Pablo Picassoâ "Michalko teaches you how to bring their techniques into the modern home and workplace to approach problems in creative, new ways. From the Trade Paperback edition.

## **Book Information**

File Size: 9601 KB

Print Length: 320 pages

Publisher: Ten Speed Press; Revised ed. edition (April 13, 2011)

Publication Date: April 13, 2011

Sold by:Â Random House LLC

Language: English

ASIN: B004S3H1LQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #32,481 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #14 inÂ Kindle Store > Kindle eBooks > Business & Money > Technology > Innovation #33 inÂ Kindle Store > Kindle eBooks > Nonfiction > Self-Help > Creativity #38 inÂ Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Decision-Making & Problem Solving

## **Customer Reviews**

A book for inventors, craftsmen, artisans, scientists, businesses, teachers, and most of all us students. Michael Michalko's book made many areas fall into place for me, not to mention assisting my individual creative landscape, exercising my field of study, and mobilizing my creative engine. Over the past year, I have been heavily engaged in memory improvement. Busy in such areas as loci mnemonics, peg systems, hypnosis, and many other regions. *Cracking Creativity* showed how rigid my thinking had become. For example, pg. 42 there is an experiment where students were separated into two groups. The groups were asked to read a passage of the

Kansas-Nebraska Act. One group was asked to simply learn the passage and the other group were asked to read from "multiple perspectives," example: an author's perspective, another person perspective, also including their own perspective. Which group learned more information? Of course, the group that used multiple perspectives outperformed the other group. Furthermore Michael elaborates on this process and places many ideas on the table. He called this subchapter "Da Vinci's Multiple Perspectives," further along the chapter he elaborates "Take on a Different Role," then "Imagine You Are the Problem" and many more areas further along that blend to create a vast pool of creative thinking. I found this particular area very useful. Michael does not simply show problems in creativity without a creative plan-of-action for facilitation. He brings creative solutions to mind and elaborates on them in detail. He gives many examples for looking at a problem or solution, in many different perspectives. Strategy Six: Looking At The Other Side, is an outstanding section in which paradoxes are shown and analyzed.

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 in 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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