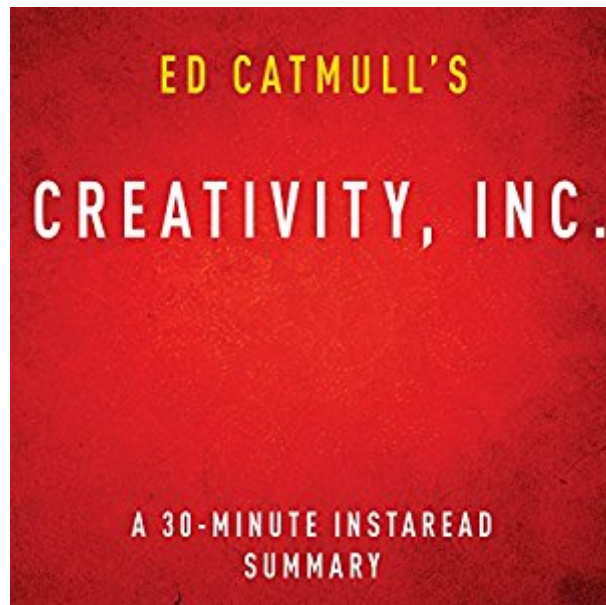


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# Ed Catmull's Creativity, Inc.: A 30-Minute Instaread Summary



## Synopsis

With Instaread Summaries, you can get the summary of a book in 30 minutes or less. We read every chapter, summarize and analyze it for your convenience. This is an Instaread Summary of Creativity, Inc. by Ed Catmull. Below is a preview of the earlier sections of the summary: Chapter 1 - Every Sunday, as a kid, Catmull watched on TV The Wonderful World of Disney, where Disney explained how they made their animations and incorporated technological breakthroughs into their work. One day, Catmull had a life-changing realization: A good animation was measured by whether or not the character on the screen made you believe it was a thinking being. He decided he wanted to become an animator and create emotional characters. Catmull graduated with a double major in Physics and Computer Science from the University of Utah. In his graduate program, he met Professor Ivan Sutherland, a pioneer in computer graphics and director of the computer graphics program. The program was funded by the Advanced Research Projects Agency (ARPA), the creators of the first computer network, ARPANET, which would later evolve into the Internet. ARPA was developed as a response to the threat of the Soviet Sputnik satellite, the first of its kind. The U.S. felt threatened by Soviet technological advancements and they developed ARPA to stay up with the Soviets. To Catmull, the lesson to be learned from this was when the competition gets smart, you need to get smarter. Catmull found enormous inspiration in the computer graphics program, not only from the technology he was discovering but also from his fellow students. The collaborative and creative atmosphere he experienced there was something he later tried to emulate at Pixar. In 1972, Catmull made his first animated film, a digitized model of his left hand. Hand became a reference for state-of-the-art computer animation.

## Book Information

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## Customer Reviews

Very succinct and thoughtful summary of an incredible book. Instaread summaries are genius. The depth and complexity of the book is lost in the summary, but it captures the meaningful points.

I am a huge huge huge Disney fan! So imagine my thrill at seeing that this book was about the creativity behind Disney/Pixar and how they keep it going. It is funny, I would say the only thing I am a bigger fan of is Star Wars. Low and behold one of the first things I learned was that Pixar was George Lucas' creation. What?!!! He then sold it to Steve Jobs. That is so cool! I loved the history of Pixar found herein. I also loved how it did not seem to pull punches. Instead the author was bold in his declarations about the growing pains Pixar had to grow from. This is a one of a kind behind the scenes look at the company that is now taking the world by storm. Plus, it gives tons of business advice for creative teams and how to keep them doing well. All in all I liked this summary. IN fact, I think it had more information than many of the other summaries I had read. I thought it was well worth the price of admission. I for one will continue to come back for more from the Instaread summaries!

Such a great book! Reading about Ed Catmull's strategies for revolutionizing creativity and the movie industry was inspirational. "Creativity Inc." is a memoir by one of the founders of Pixar that relates his experience of being CEO of Pixar and Disney Animation Studios. The book describes the creative process and the managerial lessons that Catmull has learned throughout his long career. This review by Instaread breaks down the book chapter by chapter, with a summary of Catmull's message and key takeaways. Instaread takes each chapter of the book and explores the main points and the important lessons of managing a creative force. The summary is gripping and motivational, I couldn't put this summary down. Some of the insights I gleaned include sponsoring candid conversation at work, breaking down barriers among employees, and encouraging everyone to be involved in changing a mediocre product into something incredible. I highly recommend this summary, it changed my opinions about teamwork, organizations, and managers. I was given a copy of this book to review.

The concepts of Ugly Baby and Feed the Beast really stuck with me. These have practical implications in my line of work. I purchased the summary because someone from work

recommended the book but I didn't have the time to read the full thing. I ended up reading the book after the summary. A worthwhile investment of my time!

This seems less a summary and more a commentary that has squeezed the life out of the book. If you are compelled to be ready to say something about the book at your book club meeting in the morning, this will do it for you. The writer took on a difficult task but came up short.

This instaread ebook dives in on the book "Creativity, Inc" and covers the journey Ed Catmull has gone through as CEO of the Disney and Pixar Animation Studios. We experience behind the scenes commentary on what it was like to make and be a part of the first 100% computer animated motion picture, Toy Story, and all the challenges, creativity, skill development, and communication needed to pull off such a feat. We learn more about Catmull's adventures throughout his childhood and career. Perfect book for those who want to get a boost of inspiration, creativity, and optimism for their own projects / undertakings. 5 stars!!

The takeaways are not that useful but what you need to take away is in the synopsis in good and useful form. I found this much more useful than I had expected in helping me identify the core concepts after listening to the full audiobook. So I know that the good stuff is in the short version. Of course, I strongly recommend the original book as a working model for much more than a modern business plan.

I am a huge huge huge Disney fan! So imagine my thrill at seeing that this book was about the creativity behind Disney/Pixar and how they keep it going. It is funny, I would say the only thing I am a bigger fan of is Star Wars. Low and behold one of the first things I learned was that Pixar was George Lucas' creation. What?!!! He then sold it to Steve Jobs. That is so cool! I loved the history of Pixar found herein. I also loved how it did not seem to pull punches. Instead the author was bold in his declarations about the growing pains Pixar had to grow from. This is a one of a kind behind the scenes look at the company that is now taking the world by storm. Plus, it gives tons of business advice for creative teams and how to keep them doing well. All in all I liked this summary. IN fact, I think it had more information than many of the other summaries I had read. I thought it was well worth the price of admission. I for one will continue to come back for more from the Instaread summaries!

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