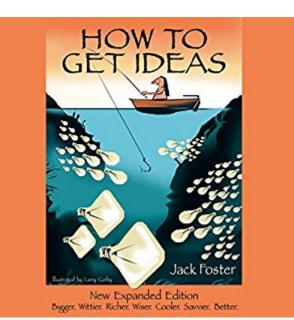
The book was found

How To Get Ideas





Synopsis

Written by Jack Foster, a creative director for various advertising agencies with more than 40 years experience, How to Get Ideas (over 90,000 copies sold and translated into 15 languages) is a fun, accessible, and practical guide that takes the mystery and confusion out of developing new ideas.

Book Information

Audible Audio Edition Listening Length: 3 hours and 29 minutes Program Type: Audiobook Version: Unabridged Publisher: Audible Studios Audible.com Release Date: September 30, 2009 Language: English ASIN: B002R2AF68 Best Sellers Rank: #100 in Books > Audible Audiobooks > Business & Investing > Accounting #379 in Books > Audible Audiobooks > Nonfiction > Language Arts & Disciplines #491 in Books > Audible Audiobooks > Nonfiction > Reference

Customer Reviews

"Albert Einstein said his best ideas came to him while he was shaving," Jack Foster writes in "How to Get Ideas" (2nd ed.). When I read that line, what could I do? I put the book down for a moment and went to shave. That's about the only time I stopped reading though, and you won't be able to put it down either. For boosting creativity, this book is a lifesaver.Foster's advice is simple -- have fun, think like a child again, open your mind to new possibilities -- but not necessarily obvious. Most of us do the same old things and think in the same old ways. Foster aims to help us spot these unhelpful patterns, then break out with easy-to-follow tips and stimulating exercises.And anecdotes. Foster draws on decades of experience as a top creative hand in major advertising agencies, where he encountered guys and gals driven by curiosity -- people who found out how much a ten-gallon hat will hold (three-quarters of a gallon) and how many times per day an African elephant will defecate (16). Illustrating how to solve a problem by stepping around it, Foster tells the story of the woman who solved the slow-elevator problem in her building -- by mounting mirrors in the lobby. (How did she do it? See P. 134.)You'll discover how to overcome the fears that keep you from thinking creatively ... easy ways to gather information ... combining unrelated facts for new ideas ... the five steps for getting great new ideas ... and how to put them to work for YOU.You'll finish reading "How

to Get Ideas" in an hour or two. But you'll benefit from its advice for the rest of your life.

Now that Malcolm Gladwell, author of Outliers, has shown us that success is as much a result of opportunity as natural ability, there is no reason not to embrace the notion that anyone can be more creative by simply learning how.Sometimes you have to read something that makes you feel happy and optimistic. This book does that. It condenses great wisdom into nuggets using quotes and examples. Maybe it doesn't say anything radically new, but it says it in such a straight forward way that it is inspiring.Foster was in the advertising business, but his techniques work across the board. This book was recommended to me by a freelance writer who told me that the secret to not getting hung up on each acceptance or rejection was to have a number of projects cooking at the same time. The way to do that is to have a growing collection of ideas.Ideas are important, but action is more so. The greatest achievers didn't quit when faced with rejection (perseverance), or when they were faced with unexpected results (flexible), or then they were threatened with failure and ridicule (courage).Foster encourages everyone to venture away from the familiar. Explore topics that you arbitrarily decided were uninteresting or difficult. Above all, take a chance.

This is a really good book. It was entertaining to read while also educational. The first edition came out in 1996 I think, and this edition just came out earlier this month. The new edition has two new chapters, 5 and 8, which were added because readers thought the information they contain was missing from the first edition. The book is split into two parts. The first part covers 10 ways you can "search for ideas." And it is by the far the longer of the two parts. The second part explains the five steps of how to get ideas:1. Define the problem2. Gather the information3. Search for the idea4. Forget about it5. Put the idea into actionTheoretically, I suppose, the book could have been set up so the second part was actually the first. And the first part could have been relegated to the end. I say this because the first part is really just an expansion of the "third step" of the five steps.I enjoyed the humor, the quotes, and the stories included in the author's discussion regarding 10 ways to search for ideas. And thus it made perfect sense to me why he put that material at the front of the book. I read the book to see if it would have some practical use to my SCORE clients who are wanta-be entrepreneurs and small business owners. I think there is a practical use, and I recommend that my clients and similarly situated people read this book. It will help them create their business plans and revamp those plans as time passes. 5 stars!

This book has two sections. The first is section is slow and doesn't have a lot of substance. The

second section actually talks about how to get ideas. I'd recommend reading the second half of the book.

This book is awesome. It goes through so many simple ways to get ideas, and by the end of the book, you already feel more creative. I was sad when it ended. This is a book I plan on keeping and reading again.

This is a really interesting book - if you've never read the literature on ideas then this is a great place to start. It's very well-researched and covers the topic thoroughly, while staying reasonably concise. The author doesn't present any original research or theories but simply collects the relevant information and presents it clearly. I look forward to putting all the advice in this book into practice!

It's Your World: Get Informed, Get Inspired & Get Going! 101 Things to Do Outside: Loads of fantastically fun reasons to get up, get out, and get active! Deck Ideas that Work (Taunton's Ideas That Work) 50 Physics Ideas You Really Need to Know (50 Ideas You Really Need to Know Series) by Baker, Joanne (2007) 50 Physics Ideas You Really Need To Know (50 ideas) Career Ideas for Kids Who Like Adventure and Travel (Career Ideas for Kids (Hardcover)) Tattoo Designs: Tattoo Design Ideas Photo Book (Tattoo Ideas by Jake 1) Career Ideas for Kids Who Like Music and Dance (Career Ideas for Kids (Paperback)) BUSINESS IDEAS FOR THE BROKE GUY: 2 Business Ideas to Follow for New Entrepreneur Who Doesn't Have Any Capital Insight Out: Get Ideas Out of Your Head and Into the World Creative Block: Get Unstuck, Discover New Ideas. Advice & Projects from 50 Successful Artists 925 Ideas to Help You Save Money, Get Out of Debt and Retire a Millionaire So You Can Leave Your Mark on the World How to Get Ideas The Shortest Distance Between You and Your New Product: How Innovators Use Rapid Learning Cycles to Get Their Best Ideas to Market Faster Business Funding Secrets: How to Get Small Business Loans, Crowd Funding, Loans from Peer to Peer Lending, Government Grants and Personal Funding Ideas. (Quick Start Guide Book 1) Mazes: A Get Ready Book, Grade P (Get Ready Books) CompTIA Security+: Get Certified Get Ahead: SY0-401 Study Guide Getting Organized in the Google Era: How to Get Stuff out of Your Head, Find It When You Need It, and Get It Done Right How to Get Into Top Law Schools 5th Edition (How to Get Into the Top Law Schools) Get What's Yours: The Secrets to Maxing Out Your Social Security (The Get What's Yours Series)

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