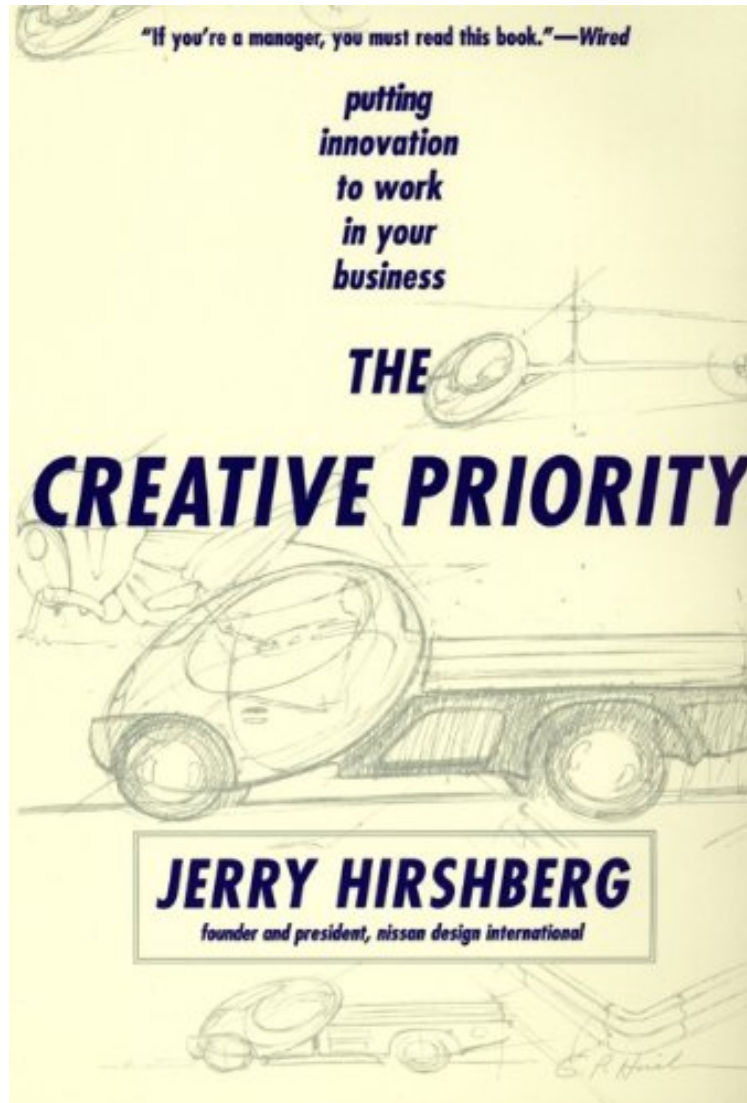


[Ebook free] The Creative Priority: Putting Innovation To Work In Your Business (Penguin business)

## The Creative Priority: Putting Innovation To Work In Your Business (Penguin business)

*Jerry Hirshberg*

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**Jerry Hirshberg : The Creative Priority: Putting Innovation To Work In Your Business (Penguin business)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Creative Priority: Putting Innovation To Work In Your Business (Penguin business):

24 of 24 people found the following review helpful. Don't let the subtitle change fool you! By A Customer It may appear that Hirshberg has two books out - one called "Creative Priority - Driving Innovative Business in the Real World"; and another called "Creative Priority - Putting Innovation to Work in Your Business". POTENTIAL buyers should note - these two books are 99% identical - one and the same. The paperback title, with the subtitle change, has

added a 2.5 page "Preface to Paperback edition" and a 4 page "Creative Priority Quiz" which I suppose merits the subtitle change. So don't be deceived by the fact that readers who have purchased one have also purchased the other. Now about the book itself - well, Hirshberg's writing style is witty and conversational. He communicates in an enthusiastic manner the joy of being creative and innovative. His theories about encouraging creativity and innovation, while not original, are presented in a refreshing first-person format that breathes life into each of his eleven strategies and concepts. Business readers and those interested in the creative process will both benefit from Hirshberg's unique perspectives on creativity. Highly recommended. 3 of 3 people found the following review helpful. Unleashing Creativity By Andrew Schonbek This is a very good book. In it Jerry Hirshberg shares his experiences as founder and president of Nissan Design International. In so doing he characterizes the leadership, organization, and group dynamics that foster breakthrough innovation. Here is a sampling of the kind of thinking he unpacks... \* Bureaucratic "structure" with its need for predictability, linear logic, conformance to accepted norms, and the dictates of the most recent "long range" vision statement, is a nearly perfect idea killing machine.\* The atmosphere that follows out of the creative priority, while challenging and stimulating, also becomes supportive and humane, since a workplace safe for ideas is a workplace safe for people.\* Creative expression is a bipolar event; it requires both a sender and a receiver.\* There is a vital connection between abrasiveness and original thinking.\* Creativity and destructiveness are at the same time polar opposites and closely related cousins.\* The very idea of a "balanced person" as some kind of ideal is somehow troubling.\* New truths are often in plain sight, but are rendered invisible or menacing by an associated language, or a stubborn set of assumptions.\* Nothing can so effectively move work forward at times as not working.\* Work tends to be a convergent activity, focusing on the task at hand. Play is a divergent activity. It opens out and is not easy to contain.\* Creative people can't be boxed up in an ivory tower. They need direct contact with real world information to develop new ideas.\* In the quest for creative thinking, research should never be left to someone else, as nothing stimulates the imagination as the impact of direct experience.\* Imaginative thinking cannot be constrained by preconception or prior intentions. Creativity does not play by the rules; it plays with the rules. I would recommend this book for both leaders and members of creative groups as well those with whom they interact. 0 of 0 people found the following review helpful. Five Stars By Amy Climer Great content and stories!

How does your company define creativity? Or does creativity define your company? In this remarkable book, Jerry Hirshberg, founder and president of Nissan Design International (NDI), distills his experience as leader of the world's hotbed of automotive innovation and reveals his strategy for designing an organization around creativity. In *The Creative Priority* Hirshberg weaves together enlightening real-world anecdotes with the story of NDI's genesis to illustrate eleven interlocking strategies that came to define NDI's creative priority. Richly illustrated with NDI's elegant designs and sketched, *The Creative Priority* is at once a compelling narrative, a rich store of hands-on experience, and a grab bag of breakthrough insights that can help your business perform its most vital function.

"This is a terrific book! Jerry Hirshberg demystifies creativity with eleven practical strategies for making creativity central to any endeavor, from running a business to facing life's challenges. The book is infused with candid humor, clear thinking, and a mind-set nothing short of revolutionary." -- Betty Edward, author of *"Drawing on the Right Side of the Brain"* "If you're a manager, you must read this book." -- *"Wired"* "Do yourself a favor: go out and buy a copy of *"The Creative Priority"* by Jerry Hirshberg. Read through it once, and then go back and read it again. The strategies are both fascinating and immensely practical for those who work in idea-intensive environments--and who doesn't these days?" -- *"Inc."* "Fresh, clear practical, steps for moving from the drawing room to the boardroom. A landmark book on creativity that is itself creative." -- Max DePree, author of *"Leadership Is an Art"* About the Author In 1980, Jerry Hirshberg ended a 16-year stint as an executive designer at General Motors, where he headed design for Pontiac and Buick, and accepted the position of founding director and eventually President of Nissan Design International, Inc. This unique corporate hybrid has become a creative hotbed of automotive innovation, producing such cutting edge designs as the first Nissan Pathfinder, Altima, Maxima, Pulsar NX and Quest minivan, the Infiniti J30 and the Mercury Villager for Ford. Along the way, owing to an intriguing fixture of the agreement he forged between NDI and Nissan, Hirshberg's team also designs computer concepts for Apple and Motorola, golf clubs for Taylor Made (including the famed 'Bubble Burner'), medical instruments, ski-boots, yachts and pre-school daycare furniture for an international list of clients. Born in Cleveland, Ohio in 1939, Mr. Hirshberg has spent a lifetime dealing with the creative process. Along with being a designer, he is a consummate painter and classical musician. He scored one of his earliest creative successes with the rock-and-roll hit 'Sparkling Blue,' adopting the stage name Jerry Paul, and was the occasional opening act for such singers as Bobby Rydell, Fabian and Frankie Avalon. He studied Mechanical Engineering at Ohio State University and graduated with honors in Design from the Cleveland Institute of Art, with further study in Europe on a Mary C. Page Fellowship. He has served on the Board of Trustees for the Cleveland Institute of Art, the San Diego Museum of Contemporary Art, the Board of Advisors for the Graduate School for Pacific and International Studies at UCSD and the Mayor's Growth Management Task Force for San Diego. He has been a member of the Design Arts Panel for the National Endowment for the Arts in Washington, D.C., and was a member of a select group

of the country's leading designers invited to Little Rock, Arkansas to consider the implications of Design for the American economy. He chaired the national IDEA Awards program co-sponsored by Business Week and the Industrial Design Society of America, of which he has served as a national director. Mr. Hirshberg has lectured at such universities as Harvard, Berkeley, Stanford, UCLA and Brown, many of which now teach the principles he and his colleagues developed at NDI. He has also addressed a broad variety of professional organizations and audiences worldwide, and has been the subject of several documentary films and television specials in Europe, for PBS in America, and for British television. He speaks on a wide variety of subjects ranging from design and automobiles to public art and creativity in business. He has even addressed the application of his ideas on creative thinking to leading police departments. The father of sons Eric, a graphic design and advertising executive, and Glen, a writer and teacher, he works and lives with his wife Linda, a Ph.D. Clinical and Organizational Psychologist and President of Applied Behavioral Systems, in Del Mar, California.