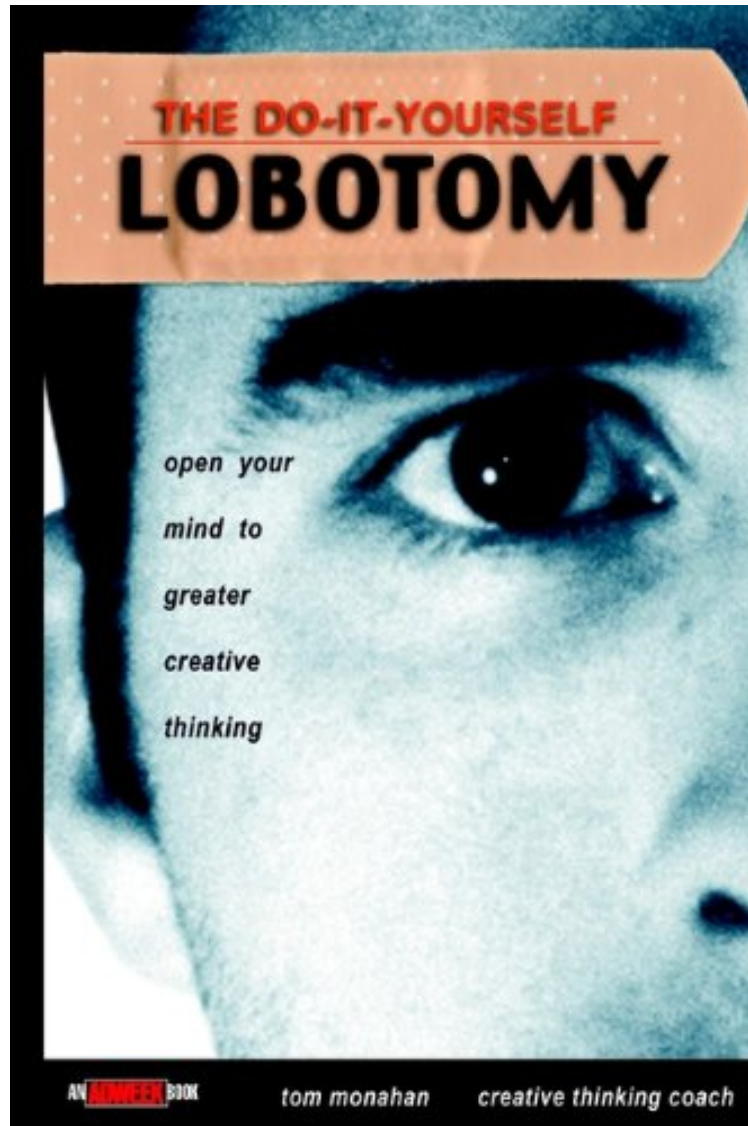


(Read now) The Do-It-Yourself Lobotomy: Open Your Mind to Greater Creative Thinking

The Do-It-Yourself Lobotomy: Open Your Mind to Greater Creative Thinking

Tom Monahan

*audiobook / *ebooks / Download PDF / ePub / DOC*



DOWNLOAD



+

READ ONLINE

#1663892 in eBooks 2007-05-11 2007-05-11 File Name: B000PY4KB6 | File size: 75.Mb

Tom Monahan : The Do-It-Yourself Lobotomy: Open Your Mind to Greater Creative Thinking before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Do-It-Yourself Lobotomy: Open Your Mind to Greater Creative Thinking:

1 of 1 people found the following review helpful. I Got My Lobotomy - You Should Too By Eric K. Purtee I use this book often to help get my creative juices flowing. The exercises are insightful and challenge you to think outside the box. When working through the exercises, you have the opportunity to skip around. I recommend that you do so. Use

what you can when you need it and come back often. The only downside are the external reference links have either changed or disappeared, which happens over time. I did so want to tap into that market that existed when it was first published. Alas, I found it a bit later than most. 0 of 0 people found the following review helpful. Great ideas for how to nurture creative ideas

By Jon D. All these tips on how to boost creativity are relevant for any career in today's world, seeing as a lot of the work that is done nowadays is mental, as opposed to physical labor. This book is really a guide to creative thinking that doesn't need to be read in order because Monahan gives his readers many possible paths that go in different directions depending on what the results of the "Creative IQ" test were, which random facts one decides to read ("Wooo: Wisdom out of order), or which "Lobotomy Files" (mini case histories of people who have experienced a "Do-It-Yourself Lobotomy") one goes through. Practicing the various creative thinking strategies this book presents will train the mind to be naturally more creative and makes it easy to come up with fresh ideas. I meditate from time to time and it seems to help my creativity, which makes sense because the main goal of meditation is to clear the mind of all thoughts, therefore creating space for new thoughts (or really just giving a new perspective on things). By applying the creative strategies discussed in this book whenever possible and not over-thinking during the process, creativity will flow through you.

0 of 0 people found the following review helpful. Great book for advertising creatives

By Phay Han The techniques that Monahan teaches in the book has been helpful in gaining perspectives on the way we think. Generating ideas is not an easy task, and the methods within the book breaks down the process into easily digestible chunks. As an advertising student in college, practicing these fundamental methods have helped me generate over 100's of ideas in my coursework. It also helps that the book is formatted in relatively short chapters, so you can go back to it when the need arises. Great book, definitely a must-own for any armchair creatives.

An Adweek Book Master the techniques that top companies use to spark creativity In today's business environment, gaining the competitive edge through creative and original thinking is a crucial component of brand strategy. Creative leader of advertising Tom Monahan offers a fresh look at the subject, providing hard and fast methods for freeing the mind and inspiring active creativity in oneself and others. His 180-degree Thinking(TM), 100 MPH Method, and other techniques he employs in his creative consulting practice are easy-to-use strategies for unleashing new ideas and facilitating creative product development, advertising, and marketing plans. This book has the added benefit of Monahan's experience of using these methods at A-list client companies.

From the Inside Flap New ideas drive business. Creative marketing ideas! Breakthrough advertising ideas! Revolutionary customer service ideas! In all corners of industry in today's blisteringly fast-paced global economy, every dominant company owes its success to ideas generated by nimble minds. Do you and the people you work with generate an abundance of innovative ideas whenever you need them? You will now. The Do-It-Yourself Lobotomy isn't brain surgery. It's a surprisingly simple tool kit of easy-to-learn techniques that let you open up your mind, grease the skids of innovation, and mine fresh ideas from the bottomless well of your own imagination. Creativity coach par excellence Tom Monahan shows you how to tap into your imagination with handy tools like 100 MPH Thinking(TM), 180deg; Thinking(TM), Intergalactic Thinking(TM), and Ask a Better Question(TM). He's used these mental implements to help more than 100,000 people break free from traditional thinking and painlessly produce sparkingly novel ideas. Already boosting creativity at hundreds of companies, including Virgin Atlantic, Hasbro, Frito-Lay, Dunkin' Donuts, Capital One, and Benjamin Moore, The Do-It-Yourself Lobotomy shows you how to develop your great ideas, recognize and reject bad ideas when you get them (and you will), sell your daring ideas, and get the people around you to start producing ideas of their own. Let your creativity out of the closet and start generating vibrant new ideas for new products and services, product names, advertising, promotions, business operations-whatever you need. The Do-It-Yourself Lobotomy doesn't hurt a bit, and the success you'll achieve feels even better.

From the Back Cover Praise for the Do-It-Yourself Lobotomy "Here, at last, is the perfect book for anyone passionate about becoming a better creative thinker. Tom Monahan's thinking methods make it fun, simple, and easy to discover new and better ways of generating bigger and fresher creative ideas. It's like running away with the circus." - Roberto Wilson, Creative Director, Advertising and Graphic Design, Cirque du Soleil "Tom Monahan's techniques for creative problem solving are simple and memorable. Whether you're brainstorming solo or in a group, these exercises will help you move quickly and productively toward innovative solutions." - Eric Erickson, Director, Creative Services, Target "You've heard the saying: If you always do what you always did, you always get what you always got. After a day with Tom Monahan or this book . . . you won't think like you always thought, and you'll get something better than you always got!" - Mike Ricciuto, Director, Global Communications, DuPont Agriculture and Nutrition "The future of business will be led by people searching for new ideas. This book can help anyone think more creatively." - Lee Clow, Chairman and Worldwide Creative Director, TBWA ChiatDay "Tom Monahan jiggles your brain loose. He reorganizes the stumbling blocks of creativity into building blocks that equip everybody to be architects of innovation." - Roy M. Spence, Jr., Founder and President, GSDM About the Author TOM MONAHAN, cofounder and former creative director of award-winning advertising agency Leonard/Monahan, is now President and Head Creativity Coach of Before and After, Inc., a leader in the field of applied creativity in business. His clients include

ATT, VIACOM, ABC Sports, The Wall Street Journal, McDonald's, Texas Instruments, Sears, and many others. Monahan is also a regular contributor to Communication Arts magazine. For more information please visit www.Do-It-YourselfLobotomy.com