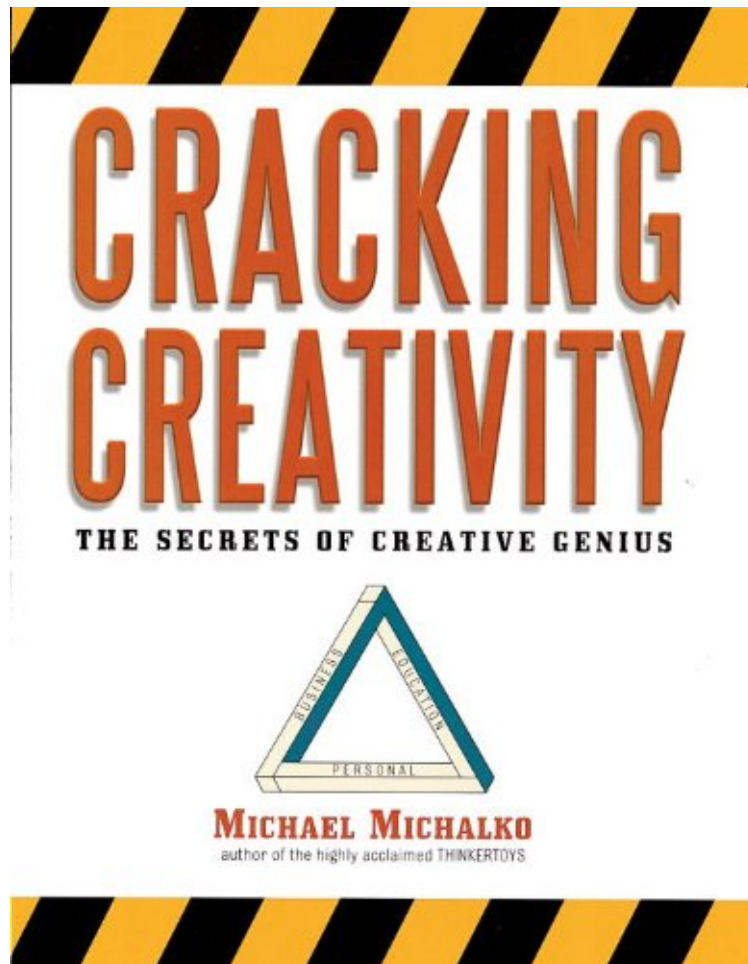


Cracking Creativity: The Secrets of Creative Genius

Michael Michalko

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The follow-up to the bestselling THINKERTOYS, this book by internationally renowned business creativity expert Michael Michalko shows how creative people think—and how to put their secrets to work for you. Through research and analysis of hundreds of history's greatest thinkers—from Leonardo da Vinci to Pablo Picasso—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.

"Creative-thinking expert Michael Michalko offers a series of idea-inspiring resources and techniques. . . . CRACKING CREATIVITY is peppered with anecdotes and exercises to help push you to your creative limit." —Howl; Sometimes the craziest ideas are the most inspired. . . . "You don't have to score 1600 on the SATs or build your own computer to approach your craft with genius. . . . [this] book is filled with exercises that illustrate the benefits of looking at problems from different angles." —The Orlando Sentinel "CRACKING CREATIVITY unveils the secrets of creative genius and brings life-changing creative techniques into everyone's reach. By comparing the thinking strategies of over 100 of history's most creative minds, the book shows readers how to approach problems with new vision and discover a world of innovative solutions to everyday challenges." —New Equipment Digest "CRACKING CREATIVITY delivers an arsenal of powerful creative thinking tools that can be used to tackle virtually any type of technical problem and create new ideas. The closest thing we have to a tactical instruction manual for thinking like a genius." —American Creativity Association From the Trade Paperback edition. About the Author MICHAEL MICHALKO is a leading creativity expert who specializes in leading creative thinking workshops, seminars on fostering creativity, and think tanks. His clients range from Fortune 500 corporations such as DuPont, Xerox, Kellogg's, General Electric, Kodak, Microsoft, Exxon, General Motors, Ford, ATT, WalMart, and Hallmark to governmental agencies. As an officer in the U.S. Army, Michalko organized a team of NATO specialists and international academics in Frankfurt, Germany, to research, collect, and categorize all known inventive thinking methods. After leaving military service, he was contracted by the CIA to facilitate think tanks and brainstorming sessions. Michalko currently works with clients worldwide. From the Trade Paperback edition.