



The Houdini Solution: Why Thinking Inside the Box is the Key to Creativity (Paperback)

By Ernie Schenck

McGraw-Hill Education - Europe, United States, 2006. Paperback. Condition: New. Language: English . Brand New Book. Transform the shackles of conformity into the tools for generating amazing, unconventional results Houdini performed his greatest tricks within the confines of a box. Now one of the advertising industry s brightest and most innovative stars shows you how to do likewise: to use the power of thinking inside the box to unleash the power of innate creativity. Who hasn t been extremely creative when boxed into an exceedingly tight deadline or budget? The Houdini Solution introduces a radical theory of how to generate more focused and powerful ideas by accepting, and even thriving on, constraints instead of being controlled by them. Filled with inspiring anecdotes and intriguing exercises that will yield surprising results, this book will spur you on to unleash the full power of your creativity, work magic in the workplace, and succeed beyond your wildest dreams. Key features Presents an innovative strategy for fostering creativity that anyone can apply to both work and personal life Schenck has done groundbreaking advertising work for Royal Caribbean Cruise Line, United Airlines, Dreamworks SKG, Volkswagen, Saturn, Sony, and many other brands Schenck s spot for...



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