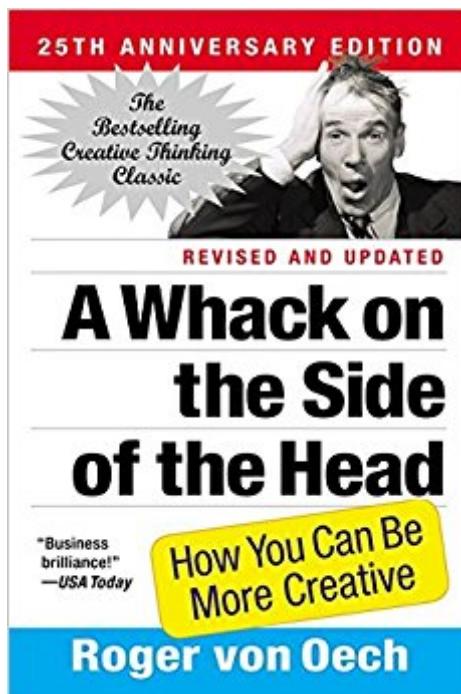


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# A Whack On The Side Of The Head: How You Can Be More Creative



## **Synopsis**

This is the 25th anniversary edition of the creativity classic by Dr. Roger von Oech. Over the years, A WHACK ON THE SIDE OF THE HEAD has been praised by business people, educators, scientists, homemakers, artists, youth leaders, and many more. The book has been stimulating creativity in millions of readers, translated into eleven languages, and used in seminars around the world. Now Roger von Oech's fully illustrated and updated volume is filled with even more provocative puzzles, anecdotes, exercises, metaphors, cartoons, questions, quotations, stories, and tips designed to systematically break through your mental blocks and unlock your mind for creative thinking. This new edition will attract an entire new generation of readers with updated and mind-stretching material.

## **Book Information**

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## **Customer Reviews**

'Business brilliance!' -- USA Today 'This new WHACK is even more potent.' -- Betty Edwards, author of Drawing on the Right Side of the Brain 'What a technique!' -- ABC's 20/20 'Using this product may beat consulting the I Ching.' -- Fortune 'Roger von Oech has won a loyal following around the country.' -- BusinessWeek 'Very refreshing...a book about how to get through life!' -- Richard Bolles, Author of What Color Is Your Parachute 'Roger von Oech runs alps around everyone else in the creativity consulting business.' -- San Francisco Examiner 'A wonderfully entertaining book that will enhance your creative ability. It will make a difference in your life!' -- James Adams, author of Conceptual Blockbusting

Roger von Oech is the president of Creative Think, a California-based consulting firm that has conducted creativity seminars with such companies as American Express, Apple Computer, AT&T, CBS, IBM, NBC, and NASA. He earned his doctorate from Stanford University in a self-conceived program in the history of ideas.

This is a useful book for those who don't view themselves as creative individuals. It's not that there's anything revolutionary in here, more that the book points out how much effort and editing are key factors in creativity. "Whack" will not necessarily change your world, but it will offer some ideas and exercises that help broaden your perspective. If nothing else, the greatness of this book is in its ability to re-state what you already ought to know.

Classic and basic book on creativity. A must for anyone interested in the field of creativity. Easy read with rich information...this book will never get old.

A fun book that should challenge everyone to really think about how they think - or if they think.

Great book for learning how to be more creative. I have learned that if you have it and don't use it...you lose it. This helped me get back on track!

I think this is a great book! The author is very engaging.

My interest in this book had to do with spurring creativity within the congregation I serve as pastor. To that end, I have found it to be very helpful on a number of levels. It has also given me a renewed sense of the importance of creative thinking in my life.

One of the few self help books that was worth reading to the end. Was not redundant at all. Solid ideas cover to cover.

Funny. So far I haven't tried most of the stuff. Have to read it through first, no?

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