

ADDITIONAL RECOMMENDED READING

INNOVATION HR VALUE



How to Get Ideas Paperback – May 1, 2007 by Jack Foster (Author), Larry Corby (Illustrator)

Written by Jack Foster, a creative director for various advertising agencies with more than 40 years' experience. *How to Get Ideas* (over 90,000 copies sold and translated into 15 languages) is a fun, accessible, and practical guide that takes the mystery and confusion out of developing new ideas.

Click [here](#) for a YouTube book description

Why Didn't I Think of That? Think the Unthinkable and Achieve Creative Greatness – January 1, 2002 by Charles W. McCoy Jr. (Author)

After most people ask why they didn't think of a particular idea they just go on thinking as usual and repeat the same mistakes. Charles McCoy explains how to break the cycle and move into a creative mode that enables the solving of complex problems.

Click [here](#) for a review of this book

Dear Theo: The Autobiography of Vincent Van Gogh – September 1, 1995 by Irving Stone (Editor), Jean Stone (Editor)

Before you dismiss this one, consider this: what we call passion in the business world, is passion for profit. What if there was no profit motive? How much passion would our heroes, like Edison and Jobs, have had for the ideas alone? To learn about the deepest commitment to ideas you have to study artists. There are no better stories of passion than great artists pursuing their creative visions against all odds and Van Gogh's letters are a fantastic encapsulation of commitment, vision, dedication, brilliance, work ethic and madness, all traits any creator or entrepreneur should understand.

Click [here](#) for an Audio Book Review

Think Like a Freak: The Authors of Freakonomics Offer to Retrain Your Brain – May 12, 2014 by Deckle Edge

Now, with *Think Like a Freak*, Steven D. Levitt and Stephen J. Dubner have written their most revolutionary book yet. With their trademark blend of captivating storytelling and unconventional analysis, they take us inside their thought process and teach us all to think a bit more productively, more creatively, more rationally—to think, that is, like a Freak.

Click [here](#) for a YouTube interview of the authors of *Freakonomics*