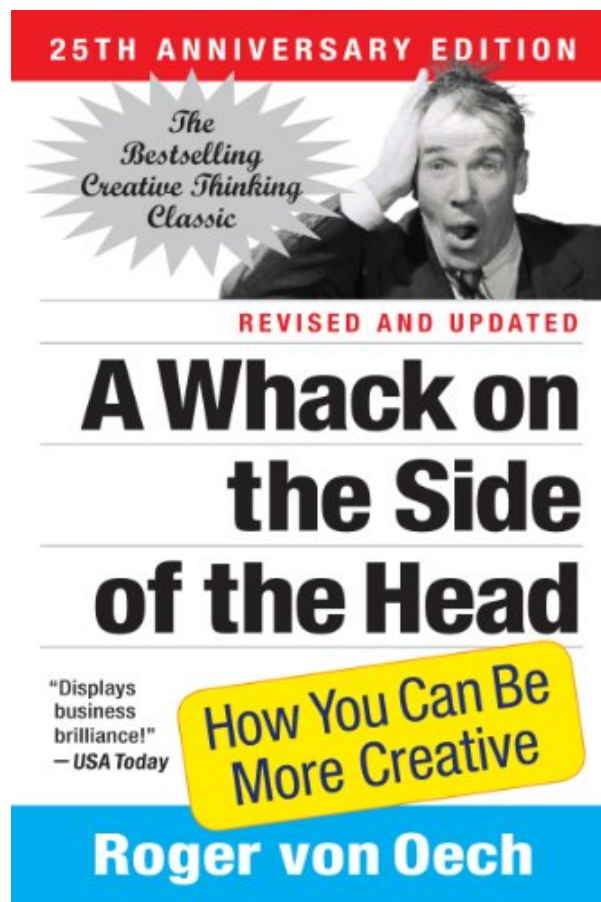


A WHACK ON THE SIDE OF THE HEAD: HOW YOU CAN BE MORE CREATIVE BY ROGER VON OECH



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A Whack on the Side of the Head

"Displays
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How You Can Be
More Creative

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'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*

About the Author

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—BusinessWeek

"This may beat consulting the I Ching."

—Fortune

For more than a quarter of a century, one book has been a consistent leader in stimulating creativity and innovation: A WHACK ON THE SIDE OF THE HEAD.

Now Roger von Oech's classic work is back — and better than ever — in this special twenty-fifth anniversary edition. Revised and updated with new ideas, this definitive edition offers more stories, examples, and exercises to bring its famous innovation boosters to a modern generation. Learn how to:

- Overcome the ten biggest mental locks and unleash the full potential of your mind.
- Use the four roles of the creative process — Explorer, Artist, Judge, and Warrior — to generate and apply new ideas.
- Exploit the power of discontinuity, constraints, and "playing the fool" to find the "second right answer" and much, much more!

Roger von Oech's seminars and products have enhanced the creativity of many millions around the world. His clients have ranged from IBM, Apple, and Disney to Coca-Cola, NASA, and Sony. He's the author of four books on creativity, and the popular Creative Whack Pack (both card deck and iPhone/iPad App). He's also the inventor of the amazing "Ball of Whacks," and the "X-Ball" and "Star-Ball." He earned his Ph.D. from Stanford in the "History of Ideas." He lives with his wife, Wendy, near Palo Alto, California.

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This book changed my life!!!

By A Customer

This book deserves 8 stars out of 5! My first encounter with this book came when my roommate gave it to me as a Christmas present. She had read it in a creativity course and said this book changed her perception of the world and helped her be more creative. It is clearly organized and very easy to understand. Plus, it gives you the tools to apply its ideas to your problems in order to find creative solutions. Now a year later I give A Whack on the Side of the Head to my friends for Christmas! I also loved his new product on Heraclitus, the ancient Greek philosopher. The cards feature thirty sayings that will make you think about the world and your problems in a whole new way. Kudos Roger von Oech on all your creative thinking tools.

88 of 96 people found the following review helpful.

Yes, It's True...You Really Can be More Creative

By Robert Morris

This book should be read in combination with A Kick in the Seat of the Pants...and preferably read first. Just a suggestion. Von Oech demonstrates in his thinking and in his writing the same principles he advocates so eloquently. In Whack, first published in 1983, he identifies ten "locks" which limit (if not preclude) creative thinking:

The Right Answer

That's Not Logical

Follow the Rules

Be Practical

Play Is Frivolous

That's Not My Area

Avoid Ambiguity

Don't Be Foolish

To Err Is Wrong

I'm Not Creative

How does each limit (if not preclude) creative thinking? How can each be "unlocked"? To what extent are these barriers interdependent? Von Oech devotes a separate chapter to each of the ten, answering these and other questions while providing various exercises in support of his explanations.

Whack will be immensely valuable to executives in any organization which needs a culture within which to generate and then nourish fresh ideas and new perspectives. The same is true of all self-employed people (especially independent consultants) whose customers or clients expect them to address the same need. Finally, I think that school, college, and university classroom teachers can devise all manner of appropriate applications of von Oech's ideas. When you listen to Richard Feynman's lectures on physics (now available on audio cassettes), you suspect that he has read all of von Oech's books. He probably didn't. Nonetheless, he and von Oech are kindred spirits.

In addition to von Oech's *A Kick in the Seat of the Pants*, there are other excellent books also worthy of your consideration. They include those written by Edward de Bono, Guy Claxton, Michael Michalko, and Joey Reiman.

50 of 55 people found the following review helpful.

THE BEST of all time CREATIVITY BOOKs.

By T SANTOSO

I did seminar and workshop on entrepreneurship and creativity and have read probably about 20 books on creativity. And i have to admit this is the BEST BOOK on creativity. this is THE CLASSIC book on the subject. The author hs just written a new book (EXPECT THE UNEXPECTED) but this onw is WAY SUPERIOR and BETTER.

This is an old book but still freash to read and delighting to enjoy. The samples and the materials are easy to read yet very2 strong and useful.

I gave away this books to friends who want to learn more about creativity and want to change his/her attitude toward life.

Most people know that creativity is one of the key element of success yet so few take action of any sort to do something about it. So do yourself a favor, go and buy this book, read, and start think about it in your daily life. it will be beneficial for your future success and happiness.

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