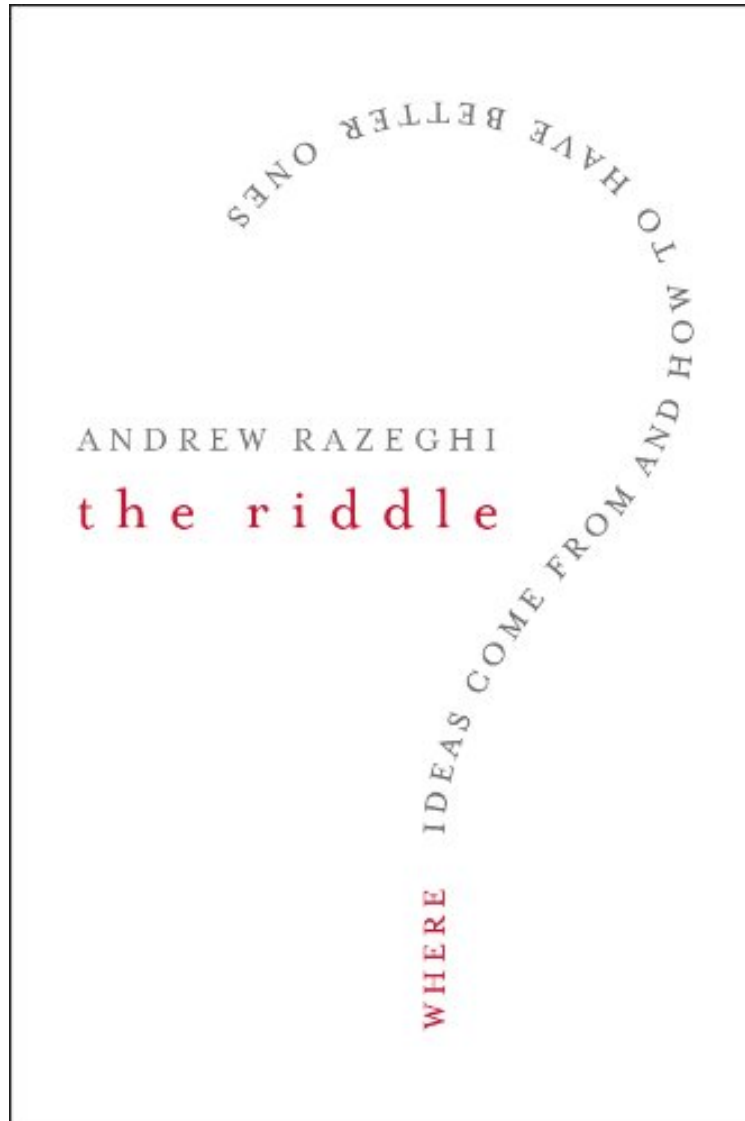


The Riddle: Where Ideas Come From and How to Have Better Ones

Andrew Razeghi

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Andrew Razeghi : The Riddle: Where Ideas Come From and How to Have Better Ones before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Riddle: Where Ideas Come From and How to Have Better Ones:

21 of 23 people found the following review helpful. The Answer to the Riddle? Starts strong -- finishes weakBy M. WebbThe first part of the book is a decent read. The author is interesting and convincing enough in the first four chapters, (The Innovation Intent, The Gods Must Be Crazy, the Eureka Moment, It Came to Me in a Dream). However, much of the support for the author's positions are not well defended, but are still thought provoking in those first few chapters. The most over-used analogy in the book is the Archimedes myth/story "Eureka" moment appears

just about everywhere from Chapter three on and does get tiring to the reader. Chapter one and two set the stage quite well. The most interesting content comes in Chapter three and four and are worth your time. Chapter five, (In The Mood for Innovation) falls off the edge of the world by going into creativity measurements focused primarily on Schumann who had been clinically diagnosed with bipolar disorder. Chapter six, (Endlessly Intriguing) picks up the pace again with some interesting but brief treatment on the development of Brail. Interestingly, this chapter could have been about collaboration in the innovation process, but it is not really mentioned. Chapter six, (Painfully Obvious: Constraints) does a decent job of bring a focus on constraints as derived from perception and that we can view them as opportunities and not hard and fast rules to be overcome. From there on the book has little to add to the subject. Chapter ten, Suddenly Brilliant" isn't. The "Codes" are just those particular formula the few individual examples cited in the book use. The "Codes" is not developed well enough for the reader to be convinced this book provides a way to develop your own creativity code, which is the intent as near as I can discern.0 of 0 people found the following review helpful. Five StarsBy chung hsiehexcellent!0 of 0 people found the following review helpful. Five StarsBy Watson9765A+

While organizations claim to value creativity, they are often at a loss when attempting to conjure up novel ideas, particularly in a world where technology has made information readily available to everyone. As a result, leaders ask, "Where will the next big idea come from?" In response, they allocate significant resources for innovation; however the source of creative inspiration has remained a mystery. Science has shown that it's possible to create conditions under which the mind is more prepared to have insights, or "a-ha! moments." In this fascinating book, Andrew Razeghi examines the precursors to creative insight and offers clear-cut methods for making "Eureka moments" routine practice rather than lucky accidents. Combining the latest scientific research, interviews with current innovators, and studies of history's most creative minds, he dissects the creative process and presents a practical approach for inspiring innovation.

From Publishers WeeklyRazeghi's self-help text is designed to assist the everyday genius in finding those ah-ha ideas like those Albert Einstein and Thomas Edison came across in the past. Razeghi presents his thoughts in a straightforward, user-friendly manner, which leaves little room for interpretation for narrator Jim Bond. Though his voice is deep and affirming, it becomes monotonous, and listeners may find themselves tuning out halfway through this seven-disc set. Bond sounds like he's simply going through the motions in an uninspired and dreary narration. While the target audience may find some of Razeghi's tips useful, there is little effort made to keep them interested for the duration. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Voted a Smart Book for 2008 by Fast Company "Razeghi's self-help text is designed to assist the everyday genius in finding those 'ah-ha' ideas like those Albert Einstein and Thomas Edison came across in the past. Razeghi presents his thoughts in a straightforward, user-friendly manner." --Publishers Weekly, February 25, 2008 ldquo;This book provides a very clear insight into the way people have new ideas and suggests practical steps that can be used. The approach is different from the formal tools of lateral thinking but equally valid." --Dr. Edward de Bono, Originator of Lateral Thinking, Founder of the World Academy for New ThinkingTMnbsp;and author of 67 books ldquo;The Riddle is a remarkable gift cleverly wrapped in a ldquo;must readrdquo; book. Razeghi thoughtfully awakens and emerges us in that ldquo;eyes wide open, believing is seeing, blissfully ignorantrdquo; state of childhood so desperately needed in our world today. As ldquo;innovationrdquo; and ldquo;creativityrdquo; emerge from their awkward adolescence, The Riddle is not just a right of passage surprise party for your brain but a compelling travel guide for your eager neurons and creative juices.rdquo; --Thomas Stat, Relationship Designer, Innovation Alchemist IDEO ldquo;Every innovator in the world looks constantly for the Eureka moment. The Riddle is a must read book for every problem solver to understand the creative process and to learn how to provoke Eureka moments continuously.rdquo; --Salvador Alva, President PepsiCo Foods Beverages Latin America ldquo;Professor Razeghi has revealed that creativity is not an art, but a science and skill that anyone can learn.nbsp; His numerous examples and fascinating anecdotes make this book a must-read for anyone, whether you are a CEO or a stock boy, physicist or phys-ed teacher, who wants to problem-solve more effectively.rdquo; --Jonathan Greenblatt, Founder Ethos Water and former Vice President of Starbucks's Coffee Company ldquo;Enlightening! As an entrepreneur, The Riddle gave me a framework to make successful innovation a repeatable process.rdquo; --Chuck Templeton, Founder OpenTable, Inc. ldquo;Andrew Razeghi's Riddle is an easy to understand, step-by-step guide to improving your creativity. I learned how to approach a problem, how to look for solutions and most importantly how to inspire my very own ldquo;Eureka moments. The book is rich in examples and the best thing of all: it is great fun to read.rdquo; --Urs Eberhard, Executive Vice President Switzerland Tourism