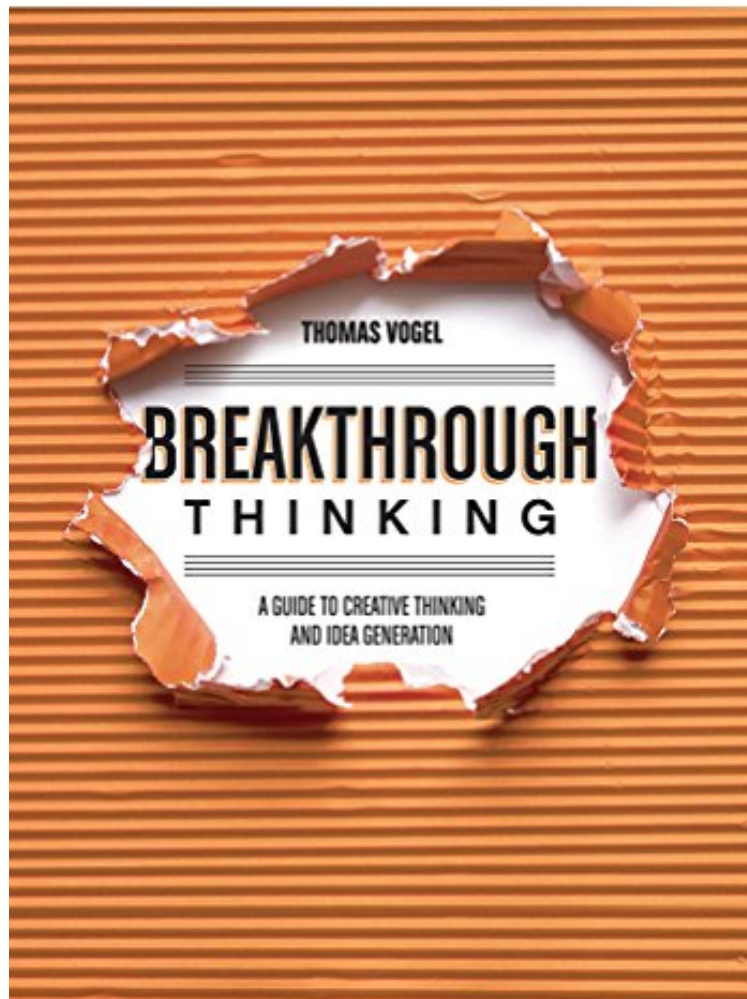


Breakthrough Thinking: A Guide to Creative Thinking and Idea Generation

Thomas Vogel

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Thomas Vogel : Breakthrough Thinking: A Guide to Creative Thinking and Idea Generation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Breakthrough Thinking: A Guide to Creative Thinking and Idea Generation:

1 of 1 people found the following review helpful. Even for seasoned professionals, a must-read about the creative process. By Sebastian Kaupert A must read for any creative professional. I've been at this for more than 30 years, and found it to be both informative and inspiring. I am making this book required reading in all my classes (I teach a range of classes in an undergraduate communication design program). It is a great teaching tool with its didactically powerful and efficient organization and structure. I love how Thomas Vogel demystifies creativity and the ability to

develop original ideas by showing that it is a learnable and trainable skill available to anyone. He brings together in one place the essential understandings and frameworks around creativity and the creative process, and it incorporates the most up to date findings about the human brain, including its ongoing capacity to learn, develop and adapt. The book's integration of theory, practice, validation and examples is brilliant evidence of the points it makes about inciting and harnessing creativity.

2 of 2 people found the following review helpful. Excellent Mix of Theory and Practical Information
By Jay from Boston
As a longtime writer and educator, I came across Thomas Vogel's book while seeking a primer about the underlying tenets that govern creativity. I appreciate theory but I was also looking for a practical guide that would give me insights into what makes creativity work and how to maximize in others. I found this book to be extremely useful --still research based without clobbering me with data. His theory that creativity is worth discovering and identifying in every person is beautifully rendered. And the cost of failing to do so is clearly high. The other huge takeaway is how Vogel shows that creativity grows from "practice" with excellent instruction on ways to integrate it into a busy life. Vogel writes clearly and well. I wasn't surprised that he is a professor at Emerson where he must have honed his ideas and advice to a sharp edge. I've utilized his writing to launch an arts program for at-risk teens. Our results have been outstanding. Vogel deserves a chunk of credit.

0 of 0 people found the following review helpful. Five Stars
By David Son
Needed it for class so obviously it was easy

Harness your creative potential!
Make no mistake; creative thinking is a skill. As with any skill, it can be strengthened, honed and mastered. And just like any endeavor, mastery of creativity requires thoughtful study and practice. This book gives you the tools you need to make creative thinking a part of your approach to every aspect of your life.

Breakthrough Thinking is a holistic approach to creativity complete with industry examples from successful creative professionals and some of the top creative organizations in business today. Within the pages of this timely and comprehensive guide to idea generation and problem solving you'll find techniques and exercises to help you:

- Develop critical understanding of concepts, theories and trends in creativity
- Learn how to develop and apply creative concepts and strategies within today's competitive business environment
- Brainstorm, analyze and evaluate innovative ideas and solutions
- Empower your team's creative process
- And much more

Let Breakthrough Thinking be your guide and tap into your creative potential today!

"This book represents an important contribution to our growing understanding of creativity in professional practice. Vogel's take on it from a variety of perspectives and contexts is rich and rewarding." --W. Glenn Griffin, Ph. D., Associate Professor of Advertising, The University of Alabama and co-author of *The Creative Process Illustrated*

"A resource not only for industry innovators, but also for academic mentors who aim to provide rich learning environments for creative leaders of the future." --Joann M. Montepare, Professor of Psychology, Lasell College

About the Author
Thomas Vogel specializes in creativity and creative thinking, strategic communication, experience design and branding on the Internet. Formerly a Professor of Media Design at the Department of Media Management at the University of Applied Sciences Wiesbaden, Germany, he now teaches courses in creativity and creative thinking and directs the masters program in Global Marketing Communication and Advertising at Emerson College. He is a creativity consultant and a founding partner of *mediaman*, a digital marketing agency.