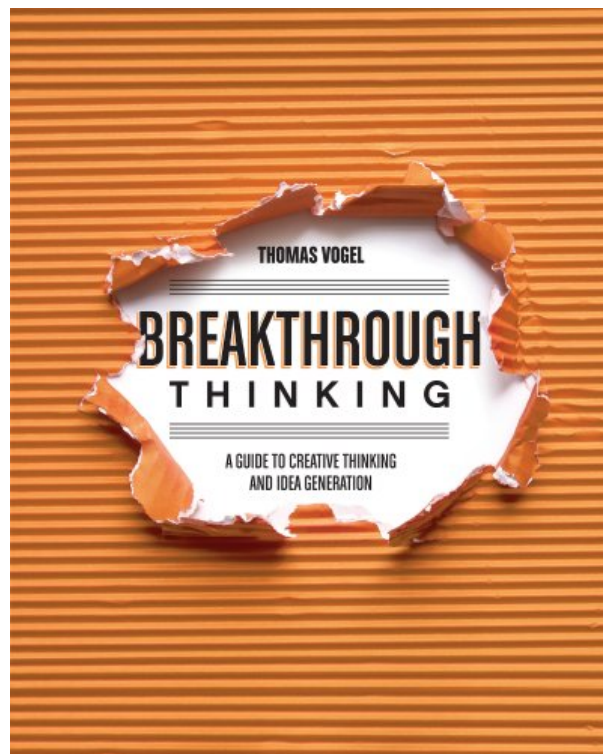
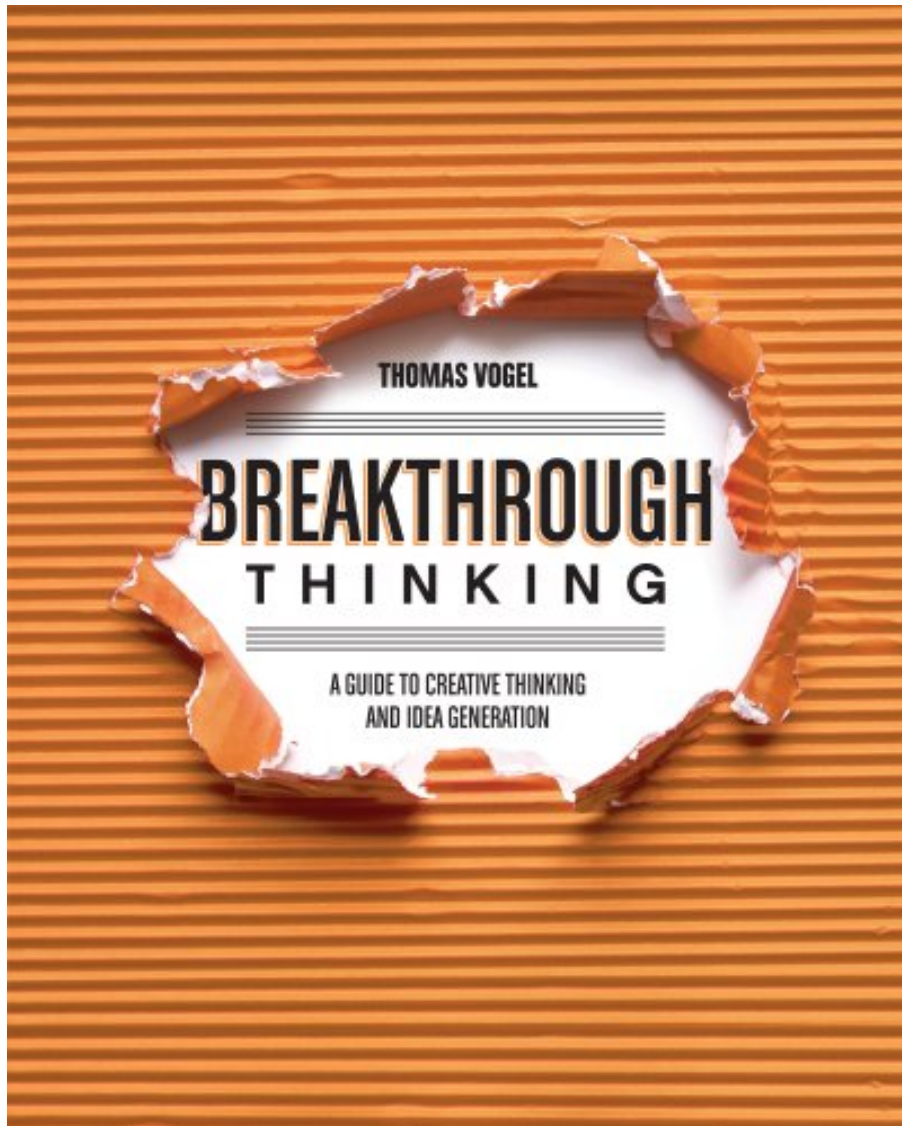


BREAKTHROUGH THINKING: A GUIDE TO CREATIVE THINKING AND IDEA GENERATION BY THOMAS VOGEL



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PDF

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

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A Holistic Approach to Creativity

By Brenna M. McCormick

What I like about Breakthrough Thinking is that Thomas Vogel makes high level creativity approachable. While filled with great insights and personal perspectives about applying creativity, the book shines the most in the final chapters where Vogel explores the potent combination of creativity and philosophy as one of the most influential elements that differentiate the award winning agencies that are redefining marketing and advertising today. What also emerges in this book is a holistic picture of creativity as a catalyst for all industries, not just something that belongs to the arts or advertising. Ideas and ideals will define the brands and creative thinkers of the next century and just like the best creative environments, the walls and doors will have come down—the playing field is brilliantly open for all who master the skill of creative thinking. The essays from former students are very impactful, demonstrating that the material truly does make a difference in personal risk taking and career growth. Breakthrough Thinking a must read for all students and young professionals looking to make their mark on the world and for leaders who are looking to rejuvenate their company and culture.

1 of 1 people found the following review helpful.

Excellent Mix of Theory and Practical Information

By Jay Paris

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.

1 of 1 people found the following review helpful.

Breakthrough Thinking is one of the most important books I ...

By Papa Bear

Breakthrough Thinking is one of the most important books I now require my advertising students to read. It opens the mind and allows the students to foster their own creativity in a variety of different ways that may have been shut off since childhood. Before using this book for my courses the students would tell me they are not creative and have no way to become creative. I now have students that read this book front to back before I have even assigned chapters. I see students discover opportunities in the field of creative advertising after having read this book. Overall, this is a book that I think advertising educators have been waiting to place in the hands of their students. Hats off to Mr. Vogel for writing one of the most important books in the education of creative awakening.

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