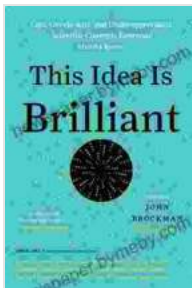


This Idea Is Brilliant: Unlocking the Power of Unconventional Thinking

In today's fast-paced, competitive world, it's more important than ever to be able to think creatively and generate innovative ideas. But where do brilliant ideas come from? And how can we tap into our own creative potential to come up with ideas that can drive success?

In his groundbreaking book, *This Idea Is Brilliant*, innovation expert Michael Michalko provides a comprehensive guide to unlocking the power of unconventional thinking. Drawing on years of research and experience, Michalko offers a wealth of practical techniques and real-world examples to help you generate brilliant ideas that can solve problems, drive innovation, and achieve your goals.



This Idea Is Brilliant: Lost, Overlooked, and Underappreciated Scientific Concepts Everyone Should Know (Edge Question) by John Brockman

★★★★☆ 4.3 out of 5

Language : English
File size : 2531 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 547 pages

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This Idea Is Brilliant is divided into three parts:

1. **The Foundations of Brilliant Ideas**
2. **Techniques for Generating Brilliant Ideas**
3. **Applying Brilliant Ideas to the Real World**

In Part One, Michalko explores the nature of brilliant ideas and the cognitive processes that underlie them. He discusses the importance of divergent thinking, the ability to generate multiple solutions to a problem, and the role of incubation, the process of allowing ideas to simmer in the subconscious mind.

In Part Two, Michalko provides a step-by-step guide to generating brilliant ideas. He offers a variety of techniques, from brainstorming to mind mapping to lateral thinking, and provides practical exercises to help you develop your own creative thinking skills.

In Part Three, Michalko shows you how to apply brilliant ideas to the real world. He discusses the importance of idea evaluation, the process of selecting the best ideas and developing them into actionable plans. He also provides advice on overcoming obstacles and resistance to change, and on creating a culture of innovation within your organization.

This Idea Is Brilliant is an essential read for anyone who wants to unlock their creative potential and generate brilliant ideas. Whether you're a business leader, an entrepreneur, an artist, or a student, this book will provide you with the tools and techniques you need to think outside the box and come up with ideas that can change the world.

Praise for This Idea Is Brilliant

"This Idea Is Brilliant is a must-read for anyone who wants to generate more creative and innovative ideas. Michalko provides a wealth of practical techniques and real-world examples that can help you unlock your creative potential and achieve your goals."

- Tony Robbins, bestselling author and motivational speaker

"This Idea Is Brilliant is a brilliant book. Michalko has done a masterful job of distilling the essence of creative thinking into a practical and actionable guide. This book is a must-read for anyone who wants to generate more innovative ideas and achieve greater success."

- Brian Tracy, bestselling author and motivational speaker

"This Idea Is Brilliant is a game-changer for anyone who wants to think more creatively and generate more innovative ideas. Michalko's techniques are simple to follow and incredibly effective. I highly recommend this book to anyone who wants to achieve breakthrough results."

- Jack Canfield, co-author of the Chicken Soup for the Soul series

About the Author

Michael Michalko is a world-renowned creativity expert, innovation consultant, and bestselling author. He has worked with Fortune 500 companies, government agencies, and educational institutions around the world to help them generate more innovative ideas and achieve greater success. Michalko is the author of several books on creativity and innovation, including Thinkertoys: A Handbook of Creative-Thinking

Techniques, Cracking Creativity: The Secrets of Creative Geniuses, and Creative Thinkering: Putting Your Imagination to Work.

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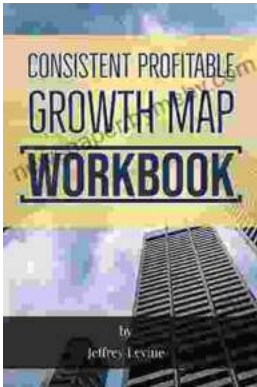


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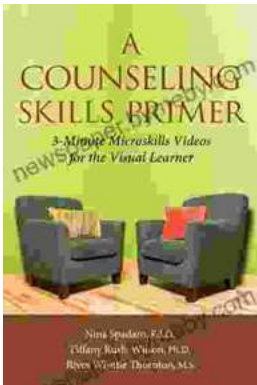
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