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# The Idea Book



## Synopsis

A book on creativity should not be like other books. The Idea Book is 150 pages of ideas, 150 empty pages for your own idea. It's an idea book. The book part consists of 63 different chapters on how you can develop new ideas. Every chapter ends with a practical activity, or exercise, where the reader can practice the lesson of that chapter. The book is full of stories, anecdotes, and quotes about how to generate ideas. The notebook part is a place for you to work on and store your best ideas. Follow the tradition of a long line of creatives who have used a small, black notebook to catch their ideas. The combination of creativity boosts from the chapters, and a beautiful notebook for your ideas makes The Idea Book the perfect companion for anyone who wants to nurture their creativity.

## Book Information

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## Customer Reviews

I usually don't write book reviews. They remind me too much of a school assignment that has to conform to rules. I'm going to make an exception as there is a book I ordered several months ago that continues to hold my interest. The book combines an artist's sketchbook or journal with 150 pages on ideas and creativity. If DaVinci had a business manager, we'd probably have seen this concept earlier. I've always liked books on creativity and ideas. When I saw a blog post by Seth Godin about The Idea Book, I was intrigued and sent an email as there wasn't an order form on the website. I didn't think too much about it until the book arrived with an invoice in Swedish. The company has since installed an easy online order form. The book is a product of Interesting.org and is written by Fredrik H&aring;rn. Fredrik is the founder of the company which is an idea brokerage

firm. He is also a well known speaker on creativity. The book is nicely balanced between 150 pages about ideas and 150 blank pages for your notes or drawings. The stories or lessons are set apart in olive green so you can easily find them. Each follows the format of title, subtitle, background and activity. The activity might be one or more questions or a challenge such as see if you can manage to listen to 50 ideas without saying anything negative about them. Each story is about a page, but no more than two. Some of the stories I've seen before, but most were new. They all illustrated a point and helped rekindle ideas or make me think. Some stories even made me laugh in public such as Einstein's delivering the same exam twice. You can get a flavor for the book by downloading the free 30 page sample PDF file from the site. At first, I was hesitant about the size and binding. The book is hardbound and 8 x 6 and about an inch thick. Previously, when I've recorded my ideas, I've used a spiral bound lined notebook. I preferred the spiral bound as it is easier for me to write and rip out pages. However, the solid construction of this binding makes me think in more permanent terms. In some ways, this format is making me more disciplined as I find myself setting aside time to read the book and capture ideas. When I fill up my 150 pages, I will undoubtedly hang onto the book. Hopefully, Fredrik will provide periodic updates or volumes so I continue my learning and idea capturing. Don't tell me you don't have any good ideas. Well, maybe it's because you don't have the Ideabook yet. Not easily available in the US. Worth the hassle: [theideabook.org](http://theideabook.org). (tip, press on the English button in the bottom right hand corner). --Seth Godin

Fredrik H€rnlund is an author and speaker on business creativity. He has delivered over fifteen hundred presentations, lectures, and workshops in over forty-five countries and has inspired hundreds of thousands of business people to become more creative and to look at the world in a new way. He is the author of nine books, including The Idea Book, which was included in the 100 Best Business Books of All Time.

Book arrived on time and I am very please with it! Great book to get you ideas flowing fast if you ready to read it and follow the directions and become successful!

Looks fine - and content is like expected. Looking forward to good reading. The best value in a person is its ability to be uniq. The author is known to me from seminar.

a very good book to read . it is written in a very smart and exiting way. you've got to try it.

Perfect book...recommend to everyone

So you think you have all the ideas in your mind and can rake it up anytime, anywhere? Think again...Our memory banks are built in a LIFO manner. i.e. We find it easy to remember or recall what went in last. Think about it : What did you have last wednesday for lunch? Now, what did you have yesterday for dinner? Which is easier to recall? So here comes the purpose of having an idea book : I can retrieve my memories, my inspiration and my ideas in a giffy. But did I mention hefty? Yes, at \$35 good ones it seems costly to pay for an idea book or a notebook to be frank. But then again, what about some stories to stir that inner magic of yours and take what really matters to the next level. Priceless. It's meaty, it's heavy but it's going to feed thoes ideas you had long thought of but never exhalted. Here's your chance. In essence, this book is not a miracle, nor is it magically. Rather, it's a catalyst for one to exploit and realise what this world now truly needs - a good idea.

I did not buy the book. The Editorial Review stated that a sample of the book would be available on the website interesting.org. I could not find the sample. I then followed the English side of the screen, but there was nothing "creative" there to impress me - just long lists of where the author had traveled to give his speeches and sales opportunities for other books. Disappointing for someone whose expertise is creativity.

I really like the short different stories that Fredrik describes in his book. It's not really a reading book but more an inspiration book that shows the large variety of how creativity can help the world. You can open it, read one story, stop reading, reflect, make some notes and open the book again on another page. Certainly recommended.

It's easy to stop being creative in the day to day tasks. This books really helps you get back to having a more free moving mind and inspires you to rethink, improve and create new solutions, services or products. This has been my present I give to all my new clients for many years now and everyone loves it no matter what industry they are from. In one word; Kickass!

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