



Thinkertoys: A Handbook of Business Creativity

Michael Michalko

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Thinkertoys: A Handbook of Business Creativity Michael Michalko **Rethink the Way You Think**

In hindsight, every great idea seems obvious. But how can you be the person who comes up with those ideas?

In this revised and expanded edition of his groundbreaking *Thinkertoys*, creativity expert Michael Michalko reveals life-changing tools that will help you think like a genius. From the linear to the intuitive, this comprehensive handbook details ingenious creative-thinking techniques for approaching problems in unconventional ways. Through fun and thought-provoking exercises, you'll learn how to create original ideas that will improve your personal life and your business life. Michalko's techniques show you how to look at the same information as everyone else and see something different.

With hundreds of hints, tricks, tips, tales, and puzzles, *Thinkertoys* will open your mind to a world of innovative solutions to everyday and not-so-everyday problems.

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