



IdeaSpotting: How to Find Your Next Great Idea

Sam Harrison

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THE NEXT BIG IDEA IS OUT THERE—YOU JUST HAVE TO KNOW HOW TO SPOT IT Creativity is crucial to business and design success. How do you unleash bursts of creativity, increase occurrences of spontaneity and ultimately find great ideas? Through anecdotes, interviews, quotes, tips, creative exercises and success stories from the biggest corporations in the country, author Sam Harrison shows you how to think outside the box—then throw away the box for good. You'll be encouraged to: *Listen and observe *Step outside your daily routine *Explore through travel *Find ideas in nature *Break out of ruts *Learn from mistakes *Get past the surface *Connect existing ideas Busy professionals CAN learn how to peek under the mundane to find the magical, to find insights rather than information, and to learn what makes their clients laugh, cry, scream—and ultimately buy.

"One good idea is all you need to change your life; this book shows you how to find it." —Brian Tracy, author of *Getting Rich Your Own Way* "

If the best way to find a good idea is to find lots of ideas, then here's the best guidebook I know for your hunt."

—Brian Collins, Collins Design

"Exercise for the brain is just as important as exercise for the body. In *Ideaspotting*, Sam Harrison stretches your mental muscles in a way you'll never forget."

—Al Ries, author of *The Origin of Brands*

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