

A preview of THE IDEA BOOK.

A sample from Fredrik Häréns new book - The Idea Book.

The book is over 300 pages:

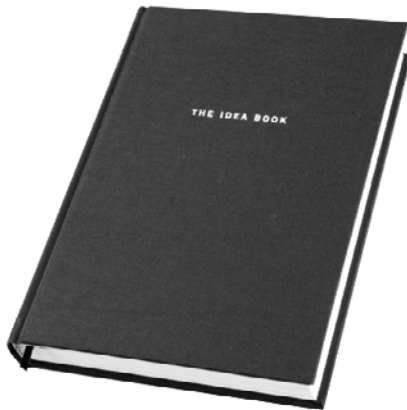
150 pages about ideas.

150 empty pages for your own ideas.

An idea book.

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THE IDEA BOOK

INTERESTING BOOKS

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Translated from Swedish by Fiona Miller

First published in English in 2004

www.interesting.org

ISBN 91-975470-3-4

Design: André Wognum · www.wognum.se

by Fredrik Härén

That was a good idea —write it down!

This book is based on the premise that good ideas do not just appear by themselves: they need to be enticed out. Inspiration and motivation are two surefire ways of drawing out ideas. And it is just this that is the purpose of the book in your hand: to inspire and motivate you to come up with and write down lots of ideas.

This book contains more than 60 quick-to-read, inspiring sections about creativity as well as a host of relevant quotations by people like Albert Einstein and Ingvar Kamprad (founder of IKEA). Each section rounds off with an activity designed to help you tap your own well of creativity.

The book also contains 150 blank pages for your own ideas! When you have filled your book with notes, observations, doodles and ideas, then you will have a complete idea book.

The Idea Book was recently included in the American book
“The 100 Best Business Books of all Time” by Jack Covert
and Todd Sattersten.

Foreword

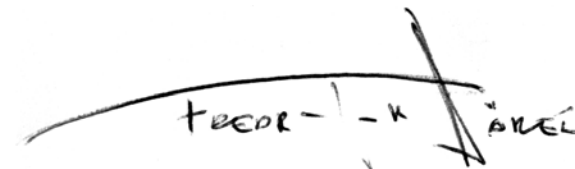
Thomas Edison understood the importance of writing down his ideas. He always had a notebook (or ‘idea book’) on him in which he wrote down his thoughts, ideas and observations. This jotting down of ideas was something he got from Leonardo Da Vinci, who produced a large number of sketches, notes and scribbles, often written in left-handed mirror-writing.

Edison may not have used backwards or reversed writing—but one thing is clear, he did write. He jotted down an idea as soon as it came to him. Whenever he was stuck or lacked inspiration, he went back to his notebooks to see if he could come up with any new ideas from the ones he had already written down. After Edison’s death in 1931, an amazing 3,500 notebooks were found in his home.

This book hopes to follow in the footsteps of Edison and Da Vinci and motivate you to write down all your ideas. Make sure you do! Jot your idea down even if you think it is a mediocre one. Who knows? Sometime in the future you may develop a couple of roughly-written thoughts into a brilliant idea!

I hope that my creativity examples and activities will touch your imagination and entice out many ideas.

As Isabel Colgate said: *“It is not a bad idea to get in the habit of writing down one’s thoughts. It saves one having to bother anyone else with them.”* This is as good a reason as any other.



FREDRIK HÄREN

“Where all
think alike,
no one thinks
very much.”

WALTER LIPPMANN

Beep! Beep!

Dare to change branch—and find a hidden treasure of untapped ideas.

BACKGROUND

What would happen if Nokia or Sony Ericsson suddenly started producing cars? Well, you might be able to choose the ring signal—in other words, you could choose different horn melodies.

There is no doubt that car designers are innovative. They come up with many new ideas, like side airbags. However, the longer you work in a certain branch and the more expertise you have in your area, the harder it gets to look at your branch with new eyes. Quite simply, familiarity breeds contempt.

As far as the car designers at Ford are concerned, the car's horn is so taken for granted that they do not even question it. In the world of cars, the horn is always found on the wheel and when you press it, it goes beep. Even 21st century cars have a little picture of an 18th century bugle to signify the horn's function.

ACTIVITY

Bring in outside experts to solve a problem, or use your own expertise to develop a branch that you have no experience of. Best of all: take a couple of people from different branches and see what solution they come up with together.

By the way, what would a mobile phone developed by Ford's designers be like?

The world's first creativity test

Bring out more ideas.

BACKGROUND

Many regard J.P. Guilford as the father of modern creativity. At a psychology conference nearly 50 years ago, he held an attention-grabbing speech about creativity that sparked off a great interest in it. An interest that grows larger every year.

Guilford's own story is an interesting one. He was a psychologist who, during the Second World War, worked on personality tests designed to pick out the most suitable bomber pilot candidates. In order to do this, Guilford used intelligence tests, a grading system and personal interviews. He was annoyed because the Air Force had also assigned a retired air force pilot without psychological training to help in the selection process. Guilford did not have much faith in the retired officer's experience.

It turned out that Guilford and the retired officer chose different candidates. After a while, their work was evaluated and, surprisingly, the pilots chosen by Guilford were shot down and killed much more frequently than those selected by the retired pilot. Guilford later confessed to being so depressed about sending so many pilots to their deaths that he considered suicide. Instead of this course of action, he decided to find out why the pilots chosen by the retired pilot had fared so much better than those he had selected.

The old pilot said that he had asked one question to all the would-be pilots: "*What would you do if your plane was shot at by German anti-aircraft when you were flying over Germany?*" He ruled out everyone who answered, "*I'd fly higher*". Those who answered, "*I don't know — maybe I'd dive*" or "*I'd zigzag*" or "*I'd roll and try to avoid the gunfire by turning*" all gave the wrong answer according to the rule book. The retired pilot, however, chose his candidates from the group that answered incorrectly. The soldiers who followed the manual were also very predictable and that is where Guilford failed. All those he chose answered according to the manual. The problem was that even the Germans knew that you should fly higher when under fire and their fighter planes therefore lay in wait above the clouds, ready to shoot down the American pilots. In other words, it was the creative pilots who survived more often than those who may have been more intelligent, but who stuck by the rules!

Guilford suddenly realized that it was a talent to be able to think differently, unexpectedly, creatively, and so he decided to study this skill further. It was his aim to find a way of selecting the most suitable pilots by identifying those creative candidates who improvised and came up with unexpected solutions.

One of Guilford's first creativity tests for the Air Force was asking candidates to find as many uses for a brick as possible. Although simple, this is a good way of testing someone's creativity. Some just churn out an endless number of uses faster than you can write them down while others think for minutes before coming up with five uses.

This is also a good way of kick starting the creativity skills of a person or group.

ACTIVITY

You guessed it! This activity is, of course: How many uses for a brick can you think of? Start by trying to come up with 50 different uses in 15 minutes.

Of course, thinking of new uses for a brick does not raise efficiency in a company or lead to innovative products, but it is an interesting test to find out who is not held back by what they have learnt.

Metaphors are strong mountains

Realize the value of identifying a metaphor.

BACKGROUND

We think in metaphors—and we do it more often than we realize. A metaphor is an excellent way of explaining something new by using a toolbox of old experiences.

Have you ever realized that we often use metaphors taken from the world of birds to describe ideas? We brood over a thought, hatch ideas that are as delicate as eggshells and when an idea really takes off, it soars away on the wings of creativity. The whole idea process is similar to that of a bird's development.

Another classic example arose when a group of arms manufacturers were developing a new weapon for the air force. They could not come up with any ideas, so a member of the group suggested that they change metaphor. *"Imagine that we're in the desert,"* he said to the others. *"Describe what you see."* *"I see a cactus,"* said one. *"I see an oasis,"* said another. *"I see a sidewinder,"* said a third. A sidewinder is a snake that can hone in on its prey by detecting its body heat. Suddenly, one of the engineers had a brainwave. *"Couldn't we make a missile capable of detecting the heat from an enemy engine?"* They worked on this idea and developed the highly successful heat-seeking missile, the Sidewinder.

Which metaphor best describes your branch? Which metaphor have you chosen for the problem you are working on now? It is often the case that we have not identified the metaphor that is relevant for us. And by not identifying it, we cannot see if the metaphor has forced us into a corner or not.

ACTIVITY

How can we generate ideas by developing a metaphor? Can we create a nest of ideas? Can we feed newly-hatched thoughts? Must an idea cry out for food? Do migratory ideas develop best by flying south when winter comes? Try to develop the idea/egg/bird metaphor.

Always try to identify and develop the metaphor that forms the basis of the idea you are currently working on.

Edison's idea quota

Understand the importance of coming up with a multitude of ideas as opposed to a handful.

BACKGROUND

Thomas Alva Edison was a man who realized that you had to come up with many ideas in order to have one good one. Edison was, undoubtedly, an inventive genius. He held the world record for the greatest number of inventions. He invented the gramophone and the incandescent light bulb, developed a storage battery and improved film projectors as well as founding what is today the world's largest company, General Electric.

Edison realized, however, that good ideas do not come about by themselves, so he enforced an idea quota on himself and his employees. His own quota was this: A minor invention every ten days, and a major invention every six months.

ACTIVITY

Force yourself to come up with more ideas! When facing a problem, think of 50 different solutions. Many of the ideas will not be good ones, but the chances are that the first ideas will not be the best ones anyway. Practise finding many solutions to many problems. Make a habit of asking yourself, *"What other ways are there of solving this problem?"* Do not give up until you have thought of at least three new solutions. Remember that there are always different ways of solving a problem.

The unhappy professor

Challenge the impossible.

BACKGROUND

There is a story about a grumpy university professor who was always bitter and angry. In fact, he was so grumpy that many postgraduates were afraid of him. Finally, one student gathered enough courage to ask the professor why he was always so grumpy. “Well, you see,” said the professor, “back in the sixties when I was as young as you, we came up with the ideas for everything that is now a reality: the mobile phone, the automatic lawnmower, computer networks and so on. And now, when all this is possible, I retire in a year.”

The poor professor was bitter because he had not been young in an age where the electronic circuit was small enough and cheap enough to be fitted into anything and everything. He was annoyed because it was no longer technology that stood in the way of what could be developed, but the human imagination.

Learn to question the statement that things are impossible to do. Today’s rapid development means that it is now possible to accomplish many things that were previously considered impossible. At the same time, we must also learn to set ourselves new impossibilities: otherwise, our thoughts run the risk of stagnating. As we solve yesterday’s impossibilities, so must we find new impossibilities to solve tomorrow.

ACTIVITY

Describe something in your organization that is currently impossible, but which will soon become possible to achieve. Describe the effect it will have when the impossible becomes possible. How can you benefit from these changes?

“A thing is not right
because we do it.

A method is not good
because we use it.

Equipment is not the
best because we own it.”

JOHN ALDAIR

‘Broken’ monitors

The importance of asking the right question.

BACKGROUND

We often learn how to find the answer to something, but seldom how to find the question. Learning how to ask questions is something we could all do with improving. Just questioning your own organization to see if you can find a better way of running it, is the first step in the right direction. Know how to ask the right question and you are already halfway there.

One of the cafés in an international European airport was often full. The problem was that people sat nursing their coffees for a long time as they waited for their planes to depart. The café asked itself: *How can we encourage our customers to vacate the tables more quickly?* Their first ideas were probably along the lines of uncomfortable chairs, a seat charge, clear the tables immediately and so forth. However, the idea they finally decided upon was this: to turn off the flight monitors in the café! This made people worry about missing their flights, which led to them looking for monitors that worked, thus leaving empty tables. When the café had enough empty tables, the flight monitors suddenly started working again to attract new customers.

Formulating a question in different ways can help you look at a problem from different angles. In the case above, for example, you can find new angles by putting the question in another way: How can we sell more? So, instead of finding solutions to the problem of getting people to vacate the tables more quickly, you can also come up with solutions such as set up a take-away stand so that people can have a snack or drink by the departure gates, or sell picnic bags that passengers can take onto the planes with them and so on.

ACTIVITY

Ask more questions and learn to question things that work well in order to see if they can work even better!

When facing a problem, formulate it as a question and then try to find several answers. If you get stuck, ask the question in another way. You can always formulate a problem in many different ways.

“When you are a Bear of Very Little Brain, and you Think of Things, you find sometimes that a Thing which seemed very Thingish inside you is quite different when it gets out into the open and has other people looking at it.”

WINNIE THE POOH

About squeeze and other words

Find the courage to invent new words in order to invent new ideas.

BACKGROUND

“Can you believe it?” said Pippi dreamily. “Can you believe it was me that thought of it? Me, of all people, that made it up?”

“What is it you’ve made up?” asked Tommy and Annika both together. It did not surprise them in the least that Pippi had made something up—she was always doing it—but they wanted to know what it was. “But what is it, Pippi?”

“A new word,” said Pippi, looking at Tommy and Annika as if she had only just caught sight of them, “a brand new word.”

“What word?” asked Tommy.

“A really super word,” said Pippi, “one of the superest I’ve ever heard.”

“Tell us!” said Annika.

“Squeazle,” said Pippi triumphantly.

“Squeazle?” repeated Tommy. “What does it mean?”

“I only wish I knew,” said Pippi. “All I know is that it doesn’t mean a vacuum cleaner.”

This text comes from the book *Pippi in the South Seas* by Astrid Lindgren.

Describing a new idea with old words can sometimes ruin the effect of the idea. Don’t be afraid to find new words that describe your idea better. Wheel, radio, TV and Internet—yes, all new words arise in order to explain a new phenomenon that did not exist earlier. So, don’t be scared of coming up with your own ‘squeeze’ word!

Using old words to describe new phenomena to their full extent is as unlikely to succeed as using old seeds to grow new fruit. Indeed, using old words for new ideas often impedes development. In the early 1990s, many people described the Internet as ‘a brochure on the Net’, which

led to the Internet efforts of many companies becoming no more than online brochures. Before broadband was called broadband, it was known as Video on Demand (VOD). This, in turn, meant that many broadband demos only showed how you could download films via broadband. If mobile phones were called PDAs (Personal Digital Assistants), then I am convinced that the acceptance of mobile data services would be much higher than it is today.

ACTIVITY

Come up with a new word to describe your project, problem or your suggested solution to a problem. The word can be a combination of two existing words (e.g. infotainment) or it can be a completely new word. Use the new word as your starting point and see if it can create new ideas.

Bird—Fish—or Fird?

Create new ideas by combining old ones.

BACKGROUND

By definition, an idea is one or more old ideas combined to form something new. There are very few ideas that are not, in fact, a combination of earlier ideas. Can you even think of an idea that is not a mixture of at least two earlier ones?

You can create a whole new idea by taking two established ones and putting them together. Just look at the newspaper *Metro* that took the concept of the free newspaper and the morning paper to come up with the free morning paper.

Another clear example of this is ICQ. It is neither an e-mail program, nor a chat program. It is 50% e-mail and 50% chat. By being a combination of both and neither-nor, the creators cornered a highly desirable niche that is unique in fulfilling a pent-up need. In just a few years, ICQ had 20 million users because it did not compete with existing products but created a completely new one.

ACTIVITY

Take two ideas and put them together to see what happens. This often creates a more interesting idea than the two original ideas individually. Then combine three different ideas. Or four. Or two new ones...

Looking for needles in a haystack

Look for many different answers.

BACKGROUND

Albert Einstein was once asked, *“What’s the difference between you and the rest of us?”* He replied, *“If you are asked to look for a needle in a haystack, then you search until you find it, whereas I search until I find all the needles.”*

Then there is the story about how Einstein gave his students a test. They looked at the test and said in surprise, *“Professor, this is the same test as the one you gave us last time!”*

“Yes,” he replied. *“The questions are the same, but the answers are different.”*

Both these stories show how Einstein always looked for several different answers. And, of course, he was right: there are always many different, right ways of doing something.

ACTIVITY

When someone finds a solution to a problem, ask the question: *Can’t we do this in another way?* People will criticize you and think that you are being awkward if you do not give in when someone has a good idea. But stand your ground: there probably is an even better idea out there just waiting to be found!

If you do get criticism, then you can always quote the Swedish Minister of Trade and Industry, Leif Pagrotsky: *“People stand in line with different errands that they expect me to decide upon and take responsibility for. So, when I persist in asking for the opposite to happen instead, I often create a lot of extra work. But I do it anyway as I believe it is important.”*

“A question
that sometimes
drives me hazy:
am I or are the
others crazy?”

ALBERT EINSTEIN

Curiosity fed the cat

See metaphors as creativity tools.

BACKGROUND

Metaphors are excellent tools for developing and clarifying ideas. However, metaphors and proverbs are also excellent tools for questioning ingrained opinions.

The saying *Curiosity killed the cat* is often used to discourage the eagerness of creative and curious people to break new ground. OK—some poor cat probably has been run over because it was too curious. However, if we re-write the expression so that it says *curiosity fed the cat*, then we have suddenly turned it into something positive, in which the the cat survives thanks to its creativity and curiosity. By twisting and turning metaphors and proverbs, we can find new ways of illuminating ‘truths’ that, in turn, make it easier to find new solutions.

Just because you can come up with a saying about something does not mean it is true. Take time, for example. We say, “*Time flies when you’re having fun!*”—which is evidence that time passes quickly when something is fun. We also say, “*It was such a moving moment that time stood still.*”—which is evidence that time does not pass at all. So, which expression is telling the truth about time? Both! A metaphor or expression can be used to prove whatever you like, which just goes to prove that it does not prove anything!

Many people believe that the proverb “*The grass is greener on the other side*” is true. But if we just change it a little to “*The grass is greener on your own side*”, then it has suddenly become a positive force, instead of a negative one. All it takes are two little words to change the entire meaning of the proverb!

Proverbs and sayings have a stronger influence on the way we view the world than most of us realize. It is only when we dare challenge these truths that we can find new ways to new thoughts.

Remember that sayings have a surprisingly powerful way of changing opinions into truths. Just as with statistics, you can ‘prove’ anything with a proverb or a saying.

ACTIVITY

Which metaphor is your line of business based upon? Can you re-write this metaphor to change its meaning, and by doing so, can you use this new metaphor to develop your business?

*“The grass is greener
on your own side.”*

PROVERB

The curious creature of habit

Break old ways of thinking.

BACKGROUND

We humans are curious creatures of habit. If we were not curious about the world, then we would still be living in caves. However, at the same time we are confirmed creatures of habit. As soon as we have learnt something, we keep on doing it in the same old way. And it is just as well: for if we were continually to question everything, then we would probably go mad. The problem is, however, that our brains trick us into thinking along the same old lines a bit too successfully!

It is, after all, natural for us to imitate. Most animals imitate their parents, thus learning how to fly, hunt, swim and so on. In the same way, children listen to their parents and learn a language. It is natural to imitate. To learn and then do the direct opposite is unnatural.

An idea is similar to the transformation of information. Give 100 people access to the same information and 99 of them will consider it to be a fact. One person out of 100 will think: *“Mm, but what if we could...”* Just as in nature, 99% of these information exchanges are not so successful, while the hundredth one makes sure that development goes forward.

There is a story about an advertising executive in Los Angeles who was so fed up of being stuck in a rut that he forced himself to find new ways of getting to work every day. He never took the same route to work in his nine years of commuting. (Towards the end, he was forced to reverse down one-way streets in order not to repeat himself.)

ACTIVITY

Identify something at work that you always do in the same old way. Next time you come to do that task, ask yourself if you can do it in another way instead. Consider it a creative challenge to find 20 ways of doing that routine task and do not give in until you have succeeded.

The idea is not necessarily to find a new solution to everyday tasks, but to help you identify all the things in life that we do out of pure habit.

Fragile ideas

Realize how vulnerable ideas are.

BACKGROUND

Advertising boss, Charles Browe, aptly described just how delicate an idea is before it finds footing and becomes established when he said, “*An idea is fragile. It can be killed by a scornful smile or a yawn. It can be mowed down by irony and scared to death by a cold look.*”

Howard Gardner stated cynically, “*Most cultures throughout human history have not liked creative individuals. They ignore them or they kill them. It is a very effective way of stopping creativity.*”

Throughout Europe, we have had the unfortunate tendency to burn innovative and creative women at the stake on the excuse that they must be witches in cahoots with the devil. It is easy to see that, because of the risk of being burnt at the stake all those years ago, many creative people must have hidden their radical ideas instead of testing them. And it was understandable, of course.

Even today it is often difficult for new ideas to be accepted. Half the work of being creative is daring to go forward with your ideas, even if you are almost certain of meeting resistance at the beginning.

ACTIVITY

Next time you present an idea and it gets shot down—for goodness sake, do not let yourself become down-hearted! Instead, decide to fight for your idea, no matter what people think. What is the worst that can happen? That you are burnt at the stake? Hardly!

“Managing and innovation did not always fit comfortably together. That’s not surprising. Managers are people who like order. They like forecasts to come out as planned. In fact managers are often judged on how much order they produce. Innovation, on the other hand, is often a disorderly process. Many times, perhaps most times, innovation does not turn out as planned. As a result, there is tension between managers and innovation.” LEWIS L. LEHRO ABOUT THE FIRST YEARS AT 3M.

"These days innovation is the corporate mantra. The problem is that the majority of companies doesn't practice their mantra. They still focus on short time profit since that can be measured and innovation can't." ALEXANDER LOUDON

“I can’t understand
why people are
frightened of new
ideas. I’m frightened
of the old ones.”

JOHN CAGE

The 1968 Olympics, Mexico

Learn to ignore what you have learnt.

BACKGROUND

Albert Einstein exclaimed wisely, “*Imagination is more important than knowledge!*” But what is the difference between knowledge and creativity? Let’s take a brief look into the fantastic world of sports to see if we can find some illuminating examples.

The whole point of the high jump is to jump over a horizontal bar. The person who jumps highest is the winner. Up until 1968, there were two ways of jumping over the bar. You could either dive over (hands first, then head followed by the rest of the body, face downwards) or you could hurdle over (like a hurdler, one leg going over first, then the other). This was how to do the high jump, and the collected wisdom of the day was all about the best way of diving or hurdling over the bar. If you wanted to be a top high jumper, then you could find out everything there was to know about these two methods.

Of course, knowing everything about the high jump does not guarantee that you will be a good high jumper, but the odds are undoubtedly better. However, one day, Fosbury came along. He was a high jumper studying medicine, who had begun to think for himself. Fosbury began to consider how the human body was actually constructed and he suddenly realized that the smartest way of jumping over a high bar was probably not by diving or hurdling, but by jumping over with his back to the bar.

He developed his new technique and dazzled everyone at the 1968 Olympics in Mexico by taking the gold. Looking for a new way of doing the high jump was more valuable than just accepting the existing knowledge on the subject.

If we can find a new way of doing a banal thing like the high jump, then we must realize that there are probably many more complicated things we can do in completely new ways. Not all the new methods we come up with will be good ones, some may even be forbidden, but others will be very good ideas. And in order to find the brilliant ideas, we must dare to ignore what we already know.

Another sports example about how valuable it can be not to do what everyone says you should do, comes from Sweden. Jan Boklöv ignored everything people said about ski-jumping. Instead of jumping with straight skis, he held them out at an angle. The judges’ first reaction was to deduct points for jumping in an ugly fashion. However, they soon changed their minds and, today, everyone jumps like Boklöv without thinking it is ugly!

ACTIVITY

How would you design a course to teach people to ignore existing knowledge?

*Imagination is
more important than
knowledge.*

ALBERT EINSTEIN

Find the bug

Identify what irritates you.

BACKGROUND

Linus Torvalds, the inventor of Linux, says the following in his book: *Just for Fun*. “What got me interested in operating systems: I bought a floppy controller so I wouldn’t have to use the microdrives, but the driver that came with the floppy controller was bad so I ended up writing my own. In the process of writing that I found some bugs in the operating system—or at least a discrepancy between what the documentation said the operating system would do and what it actually did. I found it because something I had written didn’t work.

My code is always, um, perfect. So I knew it had to be something else, and I went in and disassembled the operating system.”

This is how the Linux operating system was born. A success story that just goes to prove that it is a good idea to search for solutions to things that bug you.

This is harder than you imagine, however. We humans have a tendency to think that the status quo is relatively good. At the same time, we get annoyed about things because we believe that that is how they must be, instead of identifying what bugs us and finding a solution. Only a few years ago, we were all annoyed because the banks shut at three. Now we are irritated because we have to enter a long security code when we stay up late on a Thursday night to pay our bills over the Internet. When the banks succeed in solving this problem, what else will we find to get angry about?

Wherever there is a group of disgruntled people, there is a market for a new product or service. Unfortunately, however, we are all too seldom aware of the fact that we have a problem. On the arrival of the answering machine, many of us wondered how we had managed before. Then number presentation came along and we, once again, wondered how we had managed without it. The advent of the mobile phone made us wonder how we had survived with only a land line. As soon as we began to send SMS messages, we realized that it solved a problem we did not know we had—and so on.

With hindsight, it is easy to see that many of these services could have been launched years earlier if we had only realized how much less frustrated we would feel. Which pent-up irritation will we solve next?

ACTIVITY

Write down ten things that bug you. Write down the ten most common complaints about your product or service. Try to come up with an improvement that not only solves your irritating problem, but which also makes your service that little bit better.

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Conclusion

Thank you for taking the time to read this book. I hope that it has acted as a tool to help you generate new ideas. Do not forget to go back and read your old notes and ideas now and then. Sometimes ideas improve if left to mature a little.

If you have a favourite story about creativity or have recently heard of a company that has done the opposite – then share your stories with me! Everyone who sends in anecdotes that I have not heard before and that I include in The Idea Book 2 will receive a free copy of the new book and 100 dollars as thanks.

You can contact me at *fredrik.haren@interesting.org* or on my mobile: +46 705 86 18 18.

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Inspiration

Here is a list of a few of the books and people who inspired me while writing this book.

BOOKS THAT HAVE INSPIRED ME

The Art of Innovation, Tom Kelley

Creativity & Beyond, Robert Paul Weiner, 2000

Den kreativa människan, SVD Pocket, 1983

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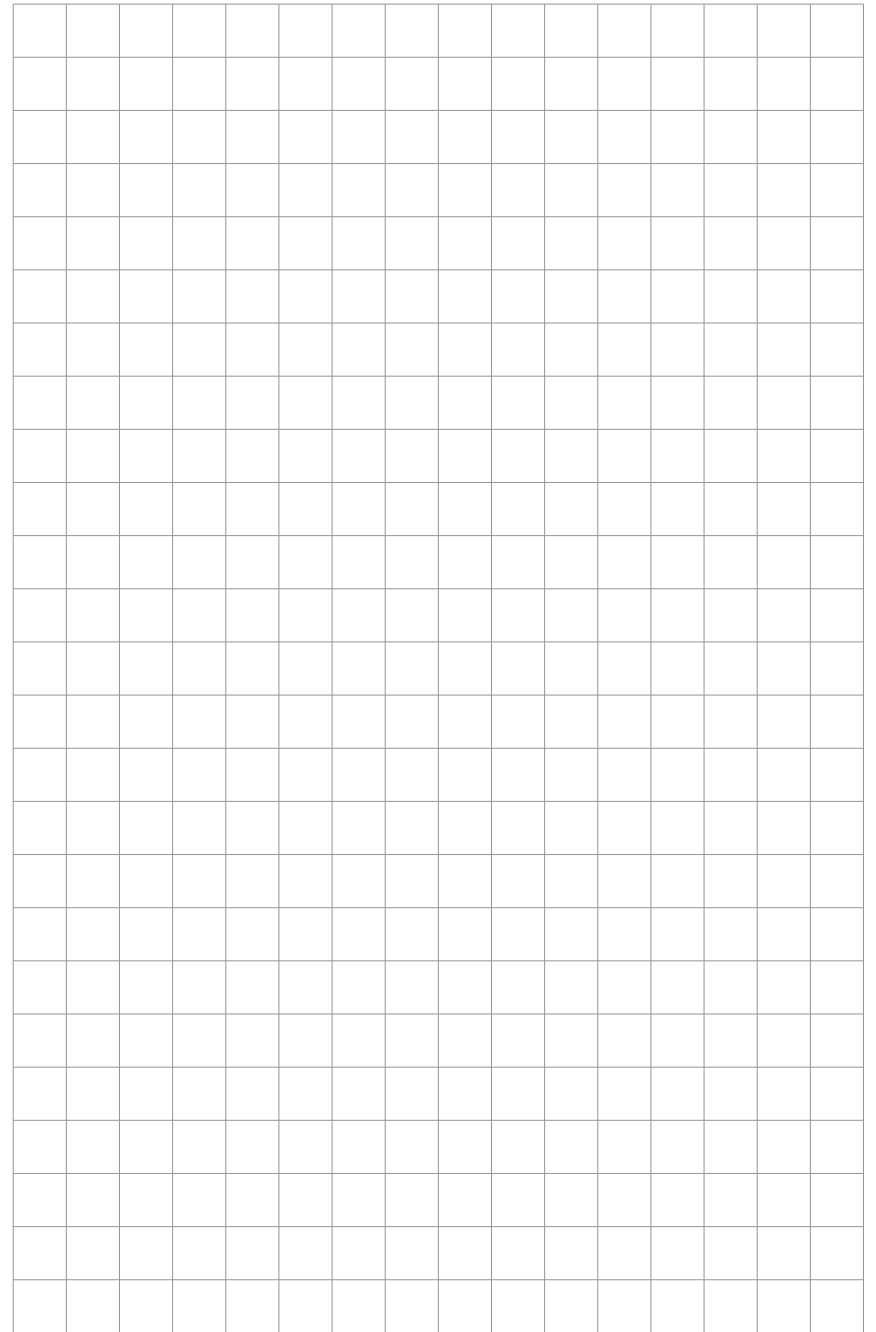
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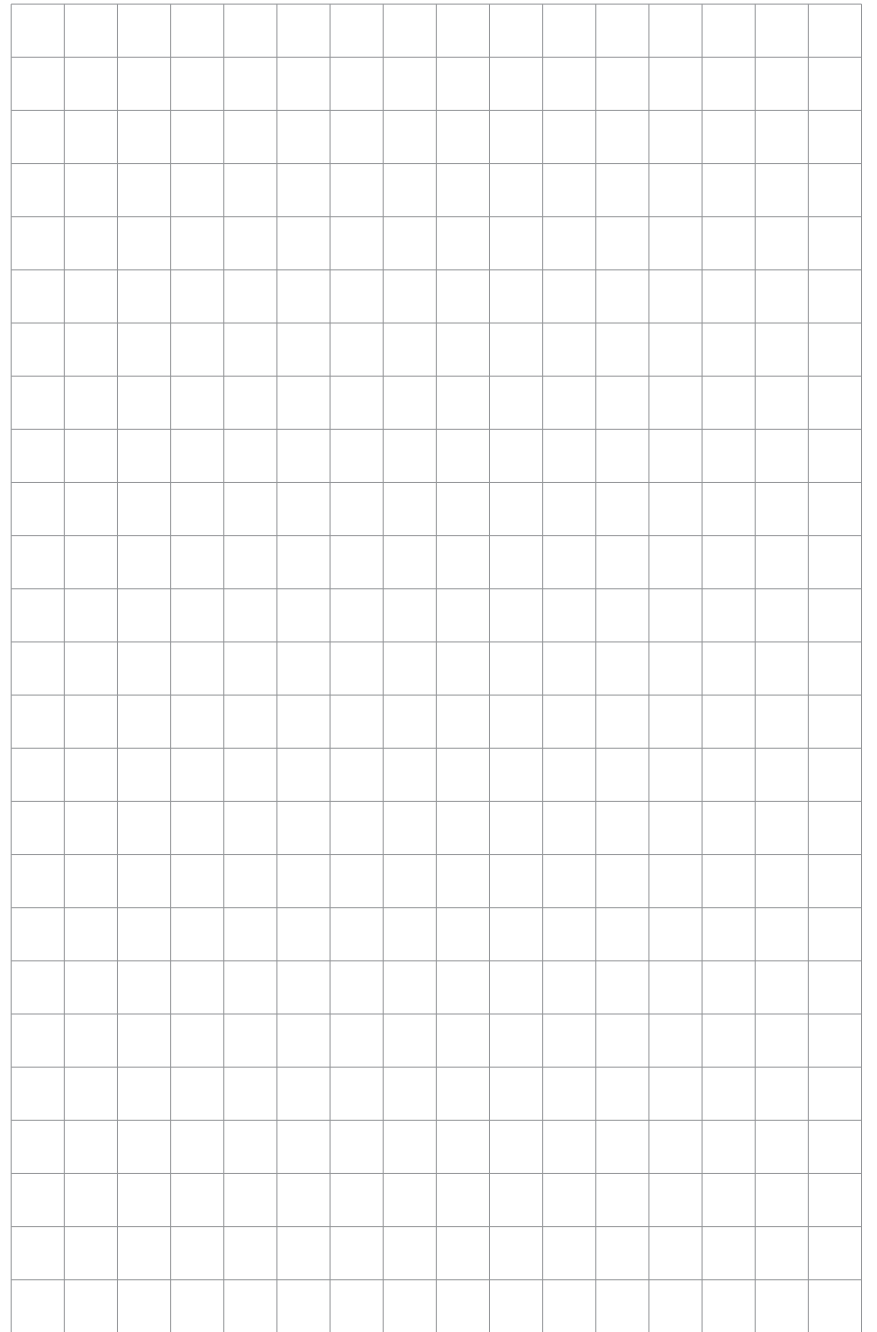
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+ everyone who helped with the proofreading of this book in one way or another!

All the members of interesting.org and your wonderful ideas!

And finally, Anna Breitholtz – for inspiring me more than I thought was possible and more than you can understand.







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In 2008 Fredrik was selected as one of Sweden's "10 most sought after B-2-B-speakers."

About the author



Fredrik is a renowned speaker and one of Sweden's most popular lecturers. He has held more than 1,000 speeches, seminars and workshops for over 100,000 people in 25 different countries around the world.

Although he is Swedish, he has spent the last few years living in China and Singapore and travels the world giving speeches and workshops about creativity.

Co-author

The co-author of this book is Teo Härén (teo.haren@interesting.org), who has also done much of the research. He is the CEO and founder of interesting.org and during the past few years, he has read, sorted, assessed and rated more than 30,000 business development ideas. If there is someone who can tell a good idea from a bad one – then it is Teo.

Graphic design

The graphic designer of this book is André Wognum—a creator whose breadth and depth is hard to come by. André has designed everything from virtual worlds and Internet services to print and company trademarks (www.wognum.se).

Translator

The translator of this book is Fiona Miller, a love immigrant from Britain, who came to Sweden in search of a writing job back in 1996 and who has been stranded there due to the snow (and a husband) ever since.

Fiona is the author of more than ten educational books as well as co-author of a TV series designed to teach English to China. These days, she dabbles in anything interesting and creative—such as writing scripts for interactive media and translating books like this one!

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