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Independent Study Project Report

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PROFESSOR : Andy Lawlor

STUDENT : Gregory J. Arnson

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Creativity Resources *Fall 1996*

by

Gregory J. Arnson

A research paper submitted in fulfillment of the requirements for 3 credits,
GRADUATE INDEPENDENT RESEARCH PROJECT Spring Term 1996,
Professor Andy Lawlor, Faculty Supervisor.

Faculty Comments

Signature of Faculty Supervisor

Title

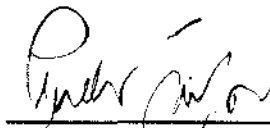
Faculty Comments

The "Creativity Resources" independent study represents an excellent compilation of the major works on the subject of creativity in all types of media. It is first class effort by Greg Arnson is probing a large variety of disparate sources to arrive at a state of the literature review.

The study commenced in the Winter Term 1996 and its completion was delayed until Fall 1996 primarily because of Greg's MAP responsibilities in the Winter and his Davidson Institute engagement in Romania and Bulgaria in the Summer.

I was very pleased with the use of the Internet and the World Wide Web, as well as the traditional Kresege Library databases and sort engines to arrive at the final document. The resulting report is now a key reference piece for the Magna International Office of Entrepreneurial Studies.

Greg Arnson qualifies for a grade of Excellent, "EX" for the fine effort .



Andrew Lawlor, Faculty Supervisor
October 23, 1996

Creativity Resources

Fall 1996

Introduction

What is Creativity?

- Creativity is the entire process by which ideas are generated, developed, and transformed into value.
- Being creative means being novel and appropriate. Subsumed under the appropriateness criterion are qualities of fit, utility, and value.
- "Being creative is seeing the same thing as everybody else but thinking of something different."
- "*Creativity* thinks up new things and *Innovation* does new things."

Minds alone, however prolific with fresh ideas, are nothing without processes specifically designed to translate these fresh ideas into valued products and services.

...idea management must be as rigorous as the management of numbers and tangible assets.

Today's creative player is someone who picks up—faster, more deftly, and more usefully than others—the conflicts that need resolution, the gaps that need filling, the hidden connections that need drawing, all the quirky, and possibly profitable, interrelationships that can be discerned in the new oceans of information.

It is important to distinguish among different levels of knowledge. First, there is knowledge as *raw material*: facts, information, data. The second type of data is *insight*. Insight connotes *seeing into* a situation, leading to connections defined by inner perception, or representation of knowledge: the "Aha!" Then we have *ideas*. Ideas are *interconnected insights* we can run with. ...Finally we have knowledge as perceived value to a customer or other stakeholder.

Creativity is a process with a grammar.

- John Kao
Excerpts from *Jamming*

What is the objective of this report?

This report attempts to give the reader the major works on the subject of Creativity in all types of media. The underlying hope is to inspire more human creativity through this comprehensive, one-stop resource. For more answers to the question, "*What is Creativity?*" please see the "Definitions" page within the *Creativity Home Page* site at www.ozemail.com.au/~caveman/Creative/cfaq2_1.htm.

Best of luck in finding and fulfilling your dreams!

Creativity Resources

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III. Creativity Types

A. *Artistic*

Artistic creativity does not require the economic value-added that is generally needed in business creativity.

B. *Business*

Business creativity is generally perceived as creating economic value-added in the pursuit of significant innovative breakthroughs.

C. *Inventive*

Inventive creativity concentrates primarily on the development of new physical products that have utility as well as significant innovation.

D. *Self*

Creativity with the self involves new techniques, skills, self perception, social awareness, character, style, integrity, imagination, dreams, and reality among others.

E. *Spiritual*

Spirituality is (in my opinion) the soul of creativity; the source from which all other forms of creativity are derived. If God is the original creator of all things, then human creativity ultimately comes from one's spirituality. (How can something like the invention of the paper clip be spiritual you say? Don't think of the end result as necessarily spiritual, but the process of creating as divine.)

F. *Problem Solving*

Short-term creative problem solving is generally focused and less spontaneous in an effort to come up with a viable solution. However, all previously-unsolved problems will have a creative solution (if one exists). Many techniques have been developed in this area to help people develop creative problem solving skills.

G. *Future and Trend*

Future and trend creativity tries to predict the future and make creative informational links to help form trend hypotheses. This type of creativity is not intended to be fiction but rather creative educated predictions. (e.g. the fictional TV series *Star Trek* would be mainly *artistic*, not future or trend creativity).

IV. Techniques

A. *Business*

1. Brainstorming

- a) Nominal Group Technique
- b) Crawford Slip Method
- c) Story Boarding

2. Creativity Games

- a) Idea Volleyball
- b) Circles of Creativity

3. CoRT Process

4. CPSI Process

5. Five Why's

6. Idea Checklists

7. Imitation

8. Lateral Thinking

9. Lotus Blossom Technique

10. Metaphorical Thinking

11. Mind Mapping

12. Morphological Synthesis

13. Narrative Analysis

14. Neuro-Linguistic Programming

15. Problem Reversal

16. Shared Vision Process

17. Six Thinking Hats

18. Synectics
19. The Discontinuity Principle - PO (Provocative Operation)
20. Water Logic (and flowscapes)

B. Artistic

1. Creative Visualization
2. Dream Analysis
3. Free Writing
4. Massage
5. Meditation
6. Non-Dominant Drawing
7. Sociodrama
8. Yoga

V. Resources

A. People

1. **James Adams**
2. **Margaret Boden** - Her book *Artificial Intelligence and Natural Man* (1977) has become a classic.
3. **John Briggs** - Harvard
4. **Tony Buzan** - Developed "mind mapping" concept. Leader in "right brain" studies.
5. **David Campbell** - Executive with the Center for Creative Leadership
6. **Scott Collins** - Stanford
7. **Edward de Bono** - World authority on thinking. Developed "lateral thinking" concept. Has written over 50 books.
8. **Walt Disney** - pioneer in applied creativity
9. **Peter Drucker** - Most respected management thinker of our time.
10. **Victor Frankel** -
11. **Robert Fritz** - Helps people become more creative by the "practice of creating."
12. **John Gardner** - Harvard
13. **Gerald Harman** - President of Creative Learning International.
14. **Ned Herman** - Developed theory of brain dominance.
15. **Rosabeth Moss Kanter** - Author of *The Change Masters*
16. **John Kao** - Creativity professor at Harvard and Stanford.
17. **Robert Kelly** - "Gold Collar" workers (idea and knowledge workers)
18. **Robert L. Kuhn** - Major research on creativity and innovation
19. **Peter Lentt** -
20. **Gerald Nadler** - President of The Center for Breakthrough Thinking.
21. **Vincent Nolan** - Chairman of Synectics
22. **Dr. NakaMats** - The Edison of Japan. Holds more than 2,300 patents.
23. **Margaret Mead** -
24. **Maria Montesson** - Leader and pioneer to foster creativity in children.
25. **Alex Osborn** - The father of applied brainstorming.
26. **Sidney Parnes** - Founder of the Creative Education Foundation.
27. **Norman Vincent Peale** - Minister and leader in "using the mind to create results"
28. **Tom Peters** - Author of several best-selling books on quality, creativity, change.
29. **Wilferd Peterson** - Published *The Art of Creative Thinking* at the age of 92.
30. **Gilford Pincinot** - Developer of the Intrapreneurship concept.
31. **Polak**
32. **Faith Popcorn** - President of the Brain Reserve
33. - Stanford
34. **Bob RMike Rayosenfield** - Former Director of Kodak's Office of Innovation.
35. **Singer**

36. Mike Vance-Dean of Disney University. Developed management applications for story boarding and and displayed thinking.
37. Roger von Oecta - Silicon Valley creativity consultant. Known for *Whack Pact*
38. Marilyn vos Samant - Her IQ--228—is the highest known in the world. Columnist on applied creativity and common sense.
39. Denis Waitley - "Human potential". Author of *Winning the Innovation Game*.
40. Wayne Wickelgren - Mathematical psychology, human memory, problem solving, thinking and psycholinguistics
41. Joyce Wycoff - Founder and executive director of the Innovative Thinking Network.

B. Book Lists

1. Profiles of the Creative Person
 - a) *A World of Ideas*. Bill Moyers.
 - b) *Creativity is Forever*. Gary Davis
 - c) *Creativity*. John Brockman. Ed.
 - d) *Developing a 21st Century Mind*. Marsha Sinetar
 - e) *Fundamentals of Creative Thinking*. JohnDacey
 - f) *Sourcebook for Creative Problem Solving*. Sidney Parnes, ed.
 - g) *The Courage to Create*. Rollo May.
 - h) *The Day the Universe Changed*. James Burke.
2. Thinking Styles and Mental Processes
 - a) *Creating Minds*. Howard Gardner.
 - b) *Frames of Mind*. Howard Gardner.
 - c) *Higher Creativity*. Willis Harman.
 - d) *Lateral Thinking*. (1970) Edward de Bono.
 - e) *Leading Minds*. John Gardner
 - f) *Mind Pack* (1995) Edward de Bono
 - g) *Parallel Thinking - From Socratic Thinking to de Bono Thinking* (1994) Edward de Bono
 - h) *Practical Intelligence*. Paul Sternburg.
 - i) *Serious Creativity*. (1992) Edward de Bono.
 - j) *Teach Yourself to Think* (1994) Edward de Bono
 - k) *Textbook of Wisdom* (1996) Edward de Bono
 - l) *The Passion of the Western Mind: Ideas that Have Shaped Our World View*. Richard Tarnas.
 - m) *The Psychology of Consciousness*. Robert Orastein.
 - n) *Water Logic* (1993) Edward de Bono
3. Imagination
 - a) *Creative Imagery*. William Fezler.
 - b) *Creative Visualization*. Shakti Gawain.
 - c) *Right Brain Learning in Thirty Days*. Keith Harary.
 - d) *The Intuitive edge*. Philip Goldberg
 - e) *Visionizing*. Sid Parnes.
4. Creating
 - a) *Fire in the Crucible*. John Briggs.
 - b) *Original Blessing*. Matthew Fox.
 - c) *Path of Least Resistance*. Robert Fritz.
 - d) *The Act of Creation*. Arthur Koestler.
 - e) *The Quantum Self* Danah Zohar.
 - f) *Training Your Creative Mind*. Arthur Van Gundy.
5. The Physical Creative Self
 - a) *Drawing on the Right Side of the Brain*.
 - b) *Flow*. Mihaly Csikszentmihalyi.

- c) *Peak Performance: Mental Training Techniques Of The World's Greatest Athletes.* Charles Garfield and Hal Zina Benet.
 - d) *Relaxercise: The Easy Way to Health and Fitness.* David Zermach-Berson and Kaethe Zermach-Berson.
 - e) *The Body Electric: Electromagnetism and the Foundation of Life.* Robert Becker and Gary Selden.
 - f) *Yoga: The Technology of Ecstasy.* Georg Feuerstein.
- 6. Divergent Methods**
- a) *A Whack on the Side of the Head.* Roger von Oech.
 - b) *Creative Problem Solving: The Basic Course.* Scott Isaksen and Donald Treffinger.
 - c) *Creative Whack Pack.* Roger von Oech
 - d) *Fifty Creative Exercises.* Robert Nicholas.
 - e) *Story Boarding.* Mike Vance.
 - f) *The Universal Traveler.*
 - g) *ThinkerToys.* Michael Michalko.
 - h) *Use Both Sides of Your Brain.* Tony Bazun.
 - i) *Wake Up Your Creative Genius.* Kurt Hanks and Jay Parry.
 - j) *What a Great Idea.* Charles Thompson.
- 7. Convergent Methods**
- a) *A Review of Creativity and Problem Solving Techniques.* William Souder and Robert Ziegler.
 - b) *Advanced Approaches to Creative Problem Solving.* Scott Isaksen.
 - c) *Finite and Infinite Games.* James P. Carse
 - d) *Implementing Innovative Solutions.* Gordon Bonner.
 - e) *Synectics.* William Gordon.
 - f) *That's a Great Idea.* Tony Husch and Linda Foust.
- 8. Chaos and Absurdity as Transformational Agents**
- a) *Crazy Wisdom.* Wes Nisker.
 - b) *Mirth in Management.* William Higginbotham.
 - c) *Pragmagic.* Marilyn Ferguson.
 - d) *The Mind Gymnasium.* Denis Postle.
- 9. Development of the Creative Self**
- a) *A Child's Eye View: Piaget for Young Parents and Teachers.* Mary Sime.
 - b) *Creative Aging: A Meaning Making Perspective.* Mary Baird Carlsen
 - c) *In Their Own Way.* Thomas Armstrong.
 - d) *Montessori: A Modern Approach.* Paula Polk Lillard.
 - e) *Reclaiming the Inner Child.* Jeremiah Abrams.
 - f) *The Magical Child.* Joseph Chilton Pearce.
- 10. Language, Verbal and Written**
- a) *Media Analysis Techniques.* Arthur Asa Berger.
 - b) *Poetry and the Imagination.* David Whyte. (audio tape)
 - c) *The Creative Journal.* Lucia Capacchione.
 - d) *The Wild: Mind Living the Writer's Life.* Natalie Goldberg.
 - e) *Writing Down the Bones: Freeing the Writer Within.* Natalie Goldberg.
 - f) *Your Mythic Journey: Finding Meaning of Your Life Through Writing and Storytelling.* Sam Keen.
- 11. Myths and Fairy Tales**
- a) *Hero with a Thousand Faces.* Joseph Campbell.
 - b) *Iron John.* Robert Bly.
 - c) *She: Understanding Feminine Psychology.* Robert A. Johnson.
 - d) *The Creative Fire: Myths and Stories about the Cycles of Creativity.* Clarissa Pinkola Estes. (audio tape)

- e) *The Mythic Imagination*. Stephen Larsen.
- f) *The Path of the Everyday Hero*. Lorna Catford and Michael Ray.
- g) *The Uses of Enchantment*. Bruno Bettelheim.
- 12. **Dreams**
 - a) *A Primer of Jungian Psychology*. Calvin S. Hall & Vernon J. Nordby
 - b) *Creative Dreaming*. Patricia Garfield.
 - c) *Dream Time and Dreamwork*. June Singer.
 - d) *Dreams and the Brain*. Allan J. Hobson.
 - e) *Dreams: Language of the Soul*. Marion Woodman. (audio tape)
 - f) *Inner Work*. Robert Johnson
 - g) *Lucid Dreaming*. Stephen LaBerge.
 - h) *Man and His Symbols*. Carl G. Jung
 - i) *Understanding Dreams*. Mary Ann Mattoon.
- 13. **Neuro-Linguistic Programming**
 - a) *An NLP Workbook: Advanced Techniques Book 1*. Phil Boas.
 - b) *Application of Neuro-Linguistic Programming*. Robert Dilts.
 - c) *Introducing Neuro-Linguistic Programming*. Joseph O'Conner and John Seymour.
 - d) *The Structure of Magic One*. Richard Bandler.
- 14. **Creativity with Computers**
 - a) *Computer-aided Creativity*. Sandler.
 - b) *Creativity in Invention and Design*. Computational and Cognitive Explorations of Technological Originality. Dasgupta, Subrata
 - c) *The Creative Process: A Computer Model of Storytelling and Creativity*. Scott R. Turner.
 - d) *Understanding Computers and Cognition*. Terry Winograd.
- 15. **Business Creativity**
 - a) *101 Creative Problem Solving Techniques*. James Higgins.
 - b) *Breakthrough*. Tom Logsdon.
 - c) *Breakthroughs*. Nayak and Kettringham.
 - d) *Creative Management*. Jane Henry.
 - e) *Creative Work: The Constructive Role of Business in a Transforming Society*. Willis Harman and John Hormann.
 - f) *Creativity and Strategy in Mid-Sized Firms*. Robert Lawrence Kuhn.
 - g) *Creativity in Business*. Michael Ray and Rochelle Myers.
 - h) *Empowering Innovative People*. Karl F. Gretz and S. R. Drazdeck.
 - i) *Handbook for Creative and Innovative Managers*. Robert L. Kuhn
 - j) *Idea Power*. Arthur B. Van Gundy.
 - k) *Innovate or Evaporate*. James Higgins
 - l) *Innovate*. Paul Shuman.
 - m) *Innovation and Entrepreneurship*. Peter Drucker.
 - n) *Innovation*. Harvard Business Review, 1991.
 - o) *Jamming*. John Kao.
 - p) *Managing Creativity*. John Kao.
 - q) *Managing Innovation*. Jane Henry and David Walker.
 - r) *Managing New Product Innovations*. William E. Souder.
 - s) *Mastering the Dynamics of Innovation*. James M. Utterback.
 - t) *Mavericks*. Donald W. Blouowiak.
 - u) *New Traditions in Business: Spirit and Leadership in the 21st Century*. John Renesch.
 - v) *Product Juggernauts*. Jean-Phillippe Deschamps & P. R. Nayak
 - w) *Serious Creativity*. Ed de Bono.
 - x) *Shared Vision Management*. Majorie Parker.
 - y) *The Change Masters*. Rosabeth Moss Kanter
 - z) *The Competitive Power of Constant Creativity*. Clay Carr.

- aa) *The Creative Edge.* William Miller.
- bb) *The Discipline of Innovation.* Peter Drucker.
- cc) *The Healthy Company: Eight Strategies to Develop People, Productivity, and Products.* Robert Rosen.
- dd) *The Innovators.* John Diebold.
- ee) *The Pursuit of Wow.* Tom Peters
- ff) *Thinkertoys.* Michael Michalko.
- gg) *Winning the Innovation Game.* Denis Waitley.
- 16. **Future and Trends**
 - a) *How to Turn Trends into Fortunes.* Stu Taylor
 - b) *Megatrends 2000.* John Naisbitt and Patricia Aburdene.
 - c) *Technotrends*
 - d) *The Popcorn Report.* Faith Popcorn
 - e) *Trend Tracking.* Gerald Celente.
- 17. **The Creating Mind: Developing an Understanding of Essential Western Ideas. (Professor Jeff DeGraff, U of M Creativity Coursepack)**
 - a) *A Brief History of God.* Karen Armstrong. *
 - b) *A Brief History of Time.* Stephen Hawking.
 - c) *Against Interpretation.* Susan Sontag.
 - d) *Bulfinch's Mythology.* Thomas Bulfinch.
 - e) *Flow.* Mihaly Csikszentmihalyi.
 - f) *Godel, Escher, Bach.* Douglas Hofstadter. *
 - g) *Janus.* Arthur Koestler.
 - h) *Literary Theory.* Terry Eagleton.
 - i) *Mysticism.* Bruno Borchert. *
 - j) *Parallel Myths.* J. F. Bierlein.
 - k) *Peak Learning.* Richard Gross.
 - l) *Philosophy for Beginners.* Richard Osborne. *
 - m) *Seven Theories of Human Nature.* Leslie Stevenson
 - n) *Six Great Ideas.* Mortimer Adler.
 - o) *The 100: A Ranking of the Most Influential Persons in History.* Michael H. Hart.
 - p) *The Americans: Parts I & II.* Daniel J. Boorstein.
 - q) *The Aquarian Conspiracy.* Marilyn Ferguson.
 - r) *The Creators.* Daniel J. Boorstein. *
 - s) *The Discoverers.* Daniel J. Boorstein. *
 - t) *The Lessons of History.* Will and Ariel Durant.
 - u) *The Power of Myth.* Joseph Campbell.
 - v) *The World's Religions.* Huston Smith. *
 - w) *Uncommon Wisdom.* Fitjof Capra.
 - x) *Who Were You?* J. Maya Pilkington and the Diagram Group.
 - y) References and Collections
 - (1) *An Incomplete Education.* Judy Jones and William Wilson. *
 - (2) *Masterpieces of World Literature.* Frank N. Magill, Ed.
 - (3) *Masterpieces of World Philosophy.* Frank N. Magill, Ed.
 - (4) *Real Philosophy.* Jacob Needleman and David Appelbaum. *

C. 18. Other (See Book List in Appendix A)

- Videos**
- 1. *Civilization.* Lord Kenneth Clark. *
 - 2. *Competing for the Future.*
 - 3. *Connections 2.* James Burke.
 - 4. *Connections.* James Burke.
 - 5. *Cosmos.* Carl Sagan.
 - 6. *Healing and the Mind.* Bill Moyers.
 - 7. *Legacy.* Michael Wood. *

8. *Man and His Symbols*. Carl Jung.
 9. *NLP at Work*.
 10. *Testament: The Bible and History*. John Romer.
 11. *The Creating Spirit*. John Gardner.
 12. *The Day the Universe Changed*. James Burke. *
- (Most of these can be ordered via Pacific Video: 1-800-538-5856)

D. Audio (*Books with an "*" are also on tape.)

1. *100 Greatest Books of All Time*. Intelliquest (1-800-210-5669). *
2. *A Whack, A Kick and a Poke.*, von Oech, Roger., Nightingale Conant
3. *Copy & Creativity* - Caples, John., Hoke Communications, Garden City, NY., 1972
4. *Creative Problem Solving* (six sound cassettes & workbook), Moskowitz, Robert. AMA Extension Institute, New York, 1978
5. *Creative Thinking*, Vance, Mike., Nightingale Conant, 1982
6. *Creativity : Where Do New Ideas Come From* (one sound cassette), Seriss, Jim., National Seminars, Inc. Shawnee Mission, KS, 1987
7. *Executive Creativity Realize Your Innovative Thinking Potential* (four sound cassettes + one workbook)., Vetrone, Karen., Asher-Gallant Press, Westbury, NY., 1987
8. *Intellectual Traditions of the West*. The Teaching Co. (1-800-832-2412). *
9. *Is Creativity a Cultural Stereotype?*, Meyers, William R., University of California Extension Media, Berkeley, CA, 1977
10. *Journeys into Creative Problem Solving*, 1990, Coulson, Dr. Ted & Alison Strickland, Applied Creative Learning Systems, Seminole, FL, (813-391-5080)
11. *Mind Mapping - How to Liberate Your Natural Genius*, Gelb, Michael J., Nightingale-Conant
12. *Super Creativity* - Buzan, Tony, Audio Renaissance, St. Martins Press, 1988 (1-800-221-7945)

E. Periodicals

Alternative

1. *Changes Magazine* (Deerfield, FL)
2. *Future Survey* (Bethesda, MD)
3. *Magical Blend Magazine: A Transformational Journey* (SF, CA)
4. *Museletter*
5. *New Frontier Magazine* (Philadelphia, PA)
6. *The Door Opener* (Vernon, CT)
7. *Utne Reader* (Minneapolis, MN)

Business Management

8. *Business Horizons*. (Bloomington, IN)
9. *Entrepreneurial Theory and Practice* (Waco, TX)
10. *Innovating* (Rensselaerville, NY)
11. *Journal of Product Innovation Management* (New York, NY)

Patents, Trademarks, & Copyrights

12. *Inventor's Digest* (Colorado Springs, CO)
13. *The Light Bulb* (Fort Jones, CA)
14. *World Patent Information* (Tarrytown, NY)

Psychology

15. *American Journal of Art Therapy* (Montpelier, VT)
16. *Brain and Cognition*. (San Diego, CA)
17. *Cognitive Psychology* (San Diego, CA)
18. *Imagination, Cognition, & Personality* (Amityville, NY)
19. *Journal of Abnormal Psychology* (Washington DC)
20. *Journal of Applied Psychology*

21. *Journal of Mind and Behavior* (Orono, ME)
22. *Knowledge: Creation, Diffusion, Utilization* (Thousand Oaks, CA)
23. *The Creative Child and Adult Quarterly* (Cincinnati, OH)

Science

24. *21st Century Science and Technology* (Washington DC)
25. *Innovation and Ideas*. (LA, CA)
26. *Visions* (Portland, OR)

Education

27. *Creative Classroom* (New York, NY)
28. *Journal of Aesthetic Education* (Champaign, IL)
29. *Journal of Thought* (Be Kalb, IL)
30. *NST: Nature, Society, and Thought* (Minneapolis, MN)
31. *Technotrends: for leaders in education and training* (Washington DC)

Artistic

32. *Creative Edge, The* - "Thoughts on Creativity" articles, images, experiences, and a "Letter Box" with reader's poetry.
33. *Obscure* - quirky journal of unapologetic creativity.
34. *Slumgullion* - bimonthly magazine featuring fiction, nonfiction, poetry, and photography. Advocates a clearinghouse of creativity, ideas, opinion, and debate. Welcomes submissions in all categories.
35. *Synapse On-line* - quarterly magazine produced by volunteer collective that sponsors performance events and art exhibits in order to provide a visible space for women's creativity in Seattle.

Creativity - General

36. *Creative* (New York, NY)
37. *Creative Ideas for Living* (New York, NY)
38. *Creative Kids* (Waco, TX)
39. *Creative Living* (Secaucus, NJ)
40. *Creative Loafing* (Atlanta, GA)
41. *Creative Product News* (Chantilly, VA)
42. *Creativity and Innovation Management*. Blackwell Journals.
43. *Creativity Research Journal*, Ablex Publishing Corp., 355 Chestnut St., Norwood, NJ 07648
44. *Exploring* -Exploratorium Museum in San Francisco, CA 94123.
45. *Innovation and Ideas* (LA, CA)
46. *Innovator, The* GSU (University Park, IL)
47. *International Creativity Network Newsletter*, Center for Studies in Creativity, Buffalo State College, 1300 Elmwood Ave., Buffalo, NY 14222
48. *MindWare Catalog*. - 6142 Olson Memorial Highway, Minneapolis, MN 55422
49. *Readings in Innovation*
50. *Signals Catalog* - P.O. Box 64428, St. Paul, MN 55164-0428
51. *The Creative Woman* (Arlington Heights, IL)
52. *The Journal of Creative Behavior*. The Creative Education Foundation.
53. *THINK: The Magazine on Critical and Creative Thinking* - ECS Learning Systems, P. O. Box 791437, San Antonio, TX 78279
54. *Utne Reader* - LENS Publishing, Minneapolis, MN

F. Newsletters

Business

1. *Boot Strappin' Entrepreneur* (LA, CA)
2. *Bright Ideas* (Bowie, MD)
3. *Business Ideas* (Clifton, NJ)
4. *Creative Business* (Boston, MA)
5. *Creative Leap International* (Saskatoon, Saskatchewan)

6. Creative Training Techniques (Minneapolis, MN)
7. Die Geschaeftsidee (The Business Idea) (Germany)
8. The Dream Merchant Newsletter (Torrance, CA)
9. The Entrepreneurial Spirit (Calgary, Alberta)
10. The Innovator (Neenah, WI)

Communication & Education

11. Creativity Connection
12. Creativity in Action (Buffalo, NY)
13. Study of Play Newsletter (Georgetown, TX)

Science

14. Futuretech (Fort Lee, NJ)
15. R&D Innovator
16. Technologies Tomorrow (Albuquerque, NM)
17. Technotrends (Milwaukee, WI)

G. Software - Web Site (haas.berkeley.edu/~marquis/creativity.html)

Commercial (www.ozemail.com.au/~caveman/Creative/Software/swindex.htm)

1. ACTA
2. Axon Idea Processor
3. Brainstorm
4. CCI Creativity Teletraining
5. CK Modeller
6. CM/I
7. ComedyWriter
8. Corkboard/Three by Five
9. Creative Whack Pack
10. Dramatica
11. DynoNotePad
12. Genius Handbook
13. Graphics Cope
14. GroupSystems
15. Groupster
16. Idea Generator Plus
17. IdeaFisher
18. IDEGEN++
19. In Control
20. InfoDepot
21. InfoMap / VisiMap
22. Inspiration
23. Invention Machine
24. MacThink
25. MicMac
26. Microsoft Word (Outlining Feature)
27. Microsoft Word (Thesaurus Module)
28. Mind Mapper
29. Mind Maps Plus
30. MindLink Problem Solver
31. MindMan
32. MORE
33. Personal Best 3.1
34. Plot Prompt
35. Plots Unlimited
36. Powerpoint 3.0
37. Serious Creativity
38. StoryCraft

39. *Synergia*
40. *The Creativity Machine*
41. *Thoughtline*
42. *Turbo Thought*
43. *VisionQuest*
44. *Visual Outliner*
45. *WordPerfect*

Shareware

46. *BatMemes* mutates text one enters to generate new memes using the technique of the Oulipists.
47. *MindMan v1.10: MindMapping for Windows*. *MindMan* allows one to graphically layout one's thoughts and ideas.
48. *ParaMind* is a similar sort of brainstorming program that uses word chains.

H. Organizations

1. *Celebrating Excellence*
2. *Center for Creative Leadership*
3. *Creativity Learning International*
4. *Enator Building (Sweden)*
5. *Juran Institute, Inc.*
6. *Pecos River Learning Center*
7. *The Innovation Institute*
8. *The Quality College (PCA) Phil Crosby & Assoc.*

I. Professional Associations

1. *The American Society for Training and Development (ASTD)*
2. *The Creative Education Foundation*
3. *The Society for Human Resource Management*
4. *World Future Society*

J. Conferences, Seminars, Events

(www.ozemail.com.au/~caveman/Creative/crconf.htm)

1. American Creativity Association Annual Convention
2. Creative Problem Solving Institute
3. *Creativity Consortium - Toronto*
4. *IDEAS FEST '96* (www.idcas.wis.net/ideafest.html)
5. *Innovate or Die!* Conference at Penn State
6. Innovative Thinking Conference
7. International Conference on Thinking
8. National Conference on Creativity in American Colleges & Universities
9. The International Alliance of Social Architecture
10. The International Creativity and Innovation Network

K. Companies and Consultants

1. *Advanced Ideation Technology*
2. *Adventures in Creativity, Inc.* (volusia.com/creative/index.htm)
3. *American Creativity Association*
4. *Anne Durrum Robinson*
5. *AP International (Ann Arbor, MI)*
6. *Applied Creativity, Inc.* - Offers creativity, leadership and innovation training.
7. *APT/T (Kathy Myers)*
8. *Auro-Ra* - Redefining the field and practice of management through developing and mobilizing human creativity and potential.
9. *Barnes and Conti Associates (Berkeley, CA)*
10. *Center for Creative Growth (Fullerton, CA)*
11. *Center for Creative Leadership (Greensboro, NC)*
12. *Center for Creative Learning*
13. *Center for Studies in Creativity*
14. *Covey Leadership Center*

15. *Creative Business Solutions (Framingham, MA)*
16. *Creative Company, Inc. (Salem, OR)*
17. *Creative Concepts International (Milton Feinberg)*
18. *Creative Consultants (Grand Rapids, MI)*
19. *Creative Direction, Inc. (SF, CA)*
20. *Creative Directions (SF, CA)*
21. *Creative Education Concepts*
22. *Creative Education Foundation*
23. *Creative Guidance, Inc (New York, NY)*
24. *Creative Ideas Unlimited, Inc (MI)*
25. *Creative Impact - The Art Of Breaking Barriers*
26. *Creative Incentive Group (Berkeley, CA)*
27. *Creative Instruction (Washington DC)*
28. *Creative Leadership Consultants (San Diego, CA)*
29. *Creative Learning International (Chicago, IL)*
30. *Creative Learning Systems (San Diego, CA)*
31. *Creative Management Group (VA)*
32. *Creative Management Group, Inc. (GA)*
33. *Creative Marketing International Corp. (West Chicago, IL)*
34. *Creative Organizing (Colorado Springs, CO)*
35. *Creative Realities (Boston, MA)*
36. *Creative Resource Management (Salt Lake City, UT)*
37. *Creative Strategies Ventures Corp. (Los Gatos, CA)*
38. *Creative Strategy Services (Berkeley, CA)*
39. *Creative Technologies (Santa Clara, CA)*
40. *Creative Think. Menlo Park, CA. Roger von Oech, founder*
41. *Creative Thinking Association*
42. *Creative Training Concepts (PA)*
43. *Creativision, Inc. (Golden, CO)*
44. *Creatus (San Jose, CA)*
45. *DMA Technologies*
46. *Double Dominance, Inc., Steve Grossman, President. Focuses on developing a company's ability to turn creative ideas into practical applications. (www.consultants-mall.com/creative.htm)*
47. *Expanding Thought (Boulder, CO)*
48. *Great Innovations, Inc. (WA)*
49. *Gruenberg, Brazee and Associates (Denver, CO)*
50. *Idea Catalysts*
51. *Idea Fisher Systems*
52. *IdeaScope Associates, Inc. - Collaborates with companies to break down today's business boundaries and identify tomorrow's opportunities. This site is dedicated to perpetuating corporate innovation and creativity.*
53. *Innotech, Inc. (Ann Arbor, MI)*
54. *Innovation and Information Consultants, Inc. (Cambridge, MA)*
55. *Innovation On Demand*
56. *Innovation Research of California (Palo Alto, CA)*
57. *Innovations International - Gives live and CD-ROM based seminars on diversity, empowerment, creativity, and leadership.*
58. *Innovative Abilities (Colorado Springs, CO)*
59. *Innovative Business Solutions International (Littleton, CO)*
60. *Innovative management Strategies (Chevy Chase, MD)*
61. *Innovators and Associates (Suffield, CT)*
62. *Institute for Management Excellence - Focuses on improved productivity and creativity in the workplace, and managing change; monthly online newsletter.*
63. *Intellectual Equities*

64. *Invention Machine Corporation*
65. *Laughter Works: The Consulting Group (Fair Oaks, CA)*
66. *Leadership 2000, Inc.* - The breakpoint company; providing innovation strategies and systems and creativity training for worldwide clients.
67. *McNellis Company*
68. *Michael Michalko*
69. *National Center for Creativity, Inc. (NCCI)*
70. *Ned Hermann Group*
71. *Nightingale-Conant Corporation*
72. *Northern California Songwriter's Association (NCSA)*
73. *Peter Senge's Group*
74. *Richard Saunder's International (Eureka! Mansion)*
75. *Robert Black*
76. *Synectics Education Systems (Cambridge, MA)*
77. *Synectics, Inc.* - Offers consulting for corporate innovation; features specialists in change management, creativity training, and product development.
78. *Synectics, Inc.*
79. *The Creativity Institute - New York*
80. *The Innovative Thinking Network*
81. *The Mattimore Group*, Bryan Mattimore, President. Specialize in the use of creative techniques to generate new product names, solve business and marketing problems, and in general, stimulate innovative thinking. (www.consultants-mall.com/creative.htm)
82. *WORDplay & Associates*
83. *Xaos Enterprises* - Xaos Enterprises is a software and consulting group with a focus on the synthesis of skill and creativity.

L. On-line Education & Courses

1. *A Short Course In Creativity* (galileo.metatech.com/create/course.htm)
2. *Creativity in Action.* (www.in2it.com/Creativity/)
3. *Creativity Pure and Applied* (creativity.psych.yorku.ca/InnovStation/CPA-Menu.html)

M. Internet Newsgroups

1. *alt.self-improve* (diogenes.cs.clemson.edu/~llarsen/alt.s-i.html)
2. *misc.creativity* (sunsite.unc.edu/usenet-i/groups-html/misc.creativity.html)
3. *The Creativity Cafe* (www.creativity.net/ccafe/)
4. *The Creativity Group* (newciv.org/worldtrans/ncn/creativity.html)

N. Internet Mailing Lists (www.ozemail.com.au/~caveman/Creative/crintnet.htm)

1. BUZAN
2. CPSI-L
3. CREA-CPS
4. DEBONO
5. Keith Hudson's
6. majordomo@world.std.com
7. NCCI

O. Internet Sites

1. *CCI Teletraining International*
ourworld.compuserve.com/homepages/cci_ltd/homepage.htm
2. *Creative Direction.* (www.creativedirection.com/creative/)
3. *Creativity Home Page.* (www.ozemail.com.au/~caveman/Creative/crbigpic.htm)
4. *Creativity in Action.* (www.in2it.com/Creativity/)
5. Gorman's
6. *I Dig Books Store* - features books about innovation, creativity and small business. (www.Ideas.wis.net/idbooks.html)
7. *Innovation Station.* (innovationstation.psych.yorku.ca/Creativity/)
8. *Right Brain Works.*

9. *The Innovator's Booksource Catalog.* Aspen Books & Software - offers titles on inventing, software development, patents, copyrights, trademarks, licensing, creativity, inventions, marketing it yourself topics.
(www.webcom.com/aspen/ibc/index.html)
10. *Web Pages Related to Creativity*
(www.ozemail.com.au/~caveman/Creative/cgroup8.htm)
11. *A Web Site that teaches Creativity, including Lateral Thinking* - by Professor Ramos (www.xpnet.com.br/creativity/)
12. *CPSI* (cef-cpsi.org/cpsi.html)
13. *Creativity Teletraining* (ourworld.compuserve.com/homepages/ccj_ltd/)
14. *Brain Dancing* (www.bdance.com/bdance/homepage.htm)
15. *Creative Education Foundation in Buffalo* (cef-cpsi.org)
16. *What a Great Idea!* - by Charles "Chic" Thompson (www.whatagreatidea.com)
17. *Learning Fountain Marketing* (www.tricky.com/lfm.html)
18. *Brain Tricks* (www.braintricks.com)
19. *Kari Skogberg's pages in Sweden* (www.routing.se)
20. *New Age Affirmation Software* (www.ozemail.com.au/~affirm)
21. *Baertracks Creative Impulses* (www.shentel.net/baertracks)
22. *Daily Zen* - (www.iac.net/~mamund/DailyZen.html)
23. *Simplex A creative problem solving process*
(www.helicon.com/simplex/simplex.htm)
24. *The Innovision pages* (www.euronet.nl/users/xplore/creativity/INDEX.HTML)
25. *Quantum Books* (www.quantumbooks.com/Creativity.html)
26. *A Multimedia magazine on creativity, innovation and change produced by Adventures in Creativity, Inc.* (volusia.com/creative)
27. *University of Texas - Advertising World section on Creativity*
(www.utexas.edu/coc/adv/world/AW300.html#Creative)
28. *Creative Thinking Skills (Mike Koplitz)* (members.gnn.com/futuretrek/index.htm)
29. *The Creative Engine* (www.eighmey.com)
30. *Project Mind* (mochin.htm)
31. *Breakthrough Thinking* (www.wisdom-inc.com/~wisdom1/btt.shtml).
32. *The Learning Revolution* (www.als-tlc.co.uk/tlhome.htm)
33. *Other sites referenced from the Breakthrough thinking page.*
(www.teleport.com:80/~wisdom1/creative.htm)
34. *Bodhi Tree Books and Games (Mark Joyner)* (www.botree.com)
35. *Breffni's page related to patents for implementing your ideas.*
(www.ucc.uconn.edu/~bxb95001)
36. *Creativity, Work & Life Direction at The Open Center in NY city.*
(www.opencenter.org/creativity.htm)
37. *The Affirmation Web Site* (www.affirmation.com)
38. *Innovation Station - A Site Dedicated to Creativity in Action.*
(creativity.psych.yorku.ca/InnovStation/Home.html)
39. *Computer and Creativity Survey* (www.usfca.edu/usf/sawyst01/create.html)
40. *Tom Pitre's Page* (www.pitre.com)
41. *Curriculum development ideas on integrating thinking skills in a business curriculum* (world.std.com/~lo/Derzko.summary)
42. *The School of Thinking (in Australia)* (www.mel.aone.net.au/sot)
43. *Pattern Research, Free Order, Open Network, and Open Society*
(www.rmii.com/~leif)
44. *Portland Creative Conference '95* (www.teleport.com/~cre8con)
45. *National Center for Creativity and Innovation (NCCI)*
(indynix.iupui.edu/~ncci/ncci.html)
46. *Techniques from Non Linear Creations* (www.ottawa.net/~nonlinear/path)
47. *The Right Brain Works* (www.pol.com/GoCreate)
48. *Interface Magazine for the Creative Computer User* (vvv.com/interface)

49. *Mind Tools* (www.demon.co.uk/mindtool/index.html)
50. *Idea Web* (galileo.metatech.com/ideaweb.htm)
51. *Interactive Techniques* (www.ottawa.net/~nonlinear)
52. *Superlearning Book* (www.att.com/superlearning)
53. *Intelnet Bank of New Ideas, ThinkLinks and Intelnetics.*
(userwww.service.emory.edu/~russmne)
54. *Global Ideas Bank* (newciv.org/worldtrans/BOV/BOVTOP.HTML)
55. *Georgia Tech Creativity Research Group*
(www.cc.gatech.edu/cogsci/faculty/wills/creativity.html)
56. *Georgia Tech - Ashwin Ram's Home Page*
(www.cc.gatech.edu/cogsci/faculty/ram.html)
57. *Creative Edge Highlights* (www.halcyon.com/midnight)
58. *Creativity Cafe* (www.woodwind.com:80/ccafe)
59. *NLP Web Page* (www.rain.org/~da5e/nlpfaq.html)
60. *NLP Web Page - alternative site* (www.nlp.com/NLP)
61. *California OM WWW page* (www.odyssey.org/odyssey)
62. *Motiv8 Pages* (www.netcreations.com/motiv8/)
63. *Biomedical Research and Training* (www.webcom.com/~hrtmath/)
64. *Mind Media Catalogue* (www.mindmedia.com)
65. *The Engines of Ingenuity* (gopher://Gopher.UH.EDU:70/11/campus-info/KUHF%20Radio/The%20Engines%20of%20our%20Ingenuity)

VI. Bibliography

- A. *Gale Directory of Publications*, Gale Research, 1995.
- B. *Consulting and Consultants Organizational Directory* (CCOD)
- C. *Newsletter Yearbook Directory*, Newsletter Clearinghouse, 1995.
- D. *Creativity Home Page* (www.ozemail.com.au/~caveman/Creative/crbigpic.htm)
- E. John Kao, *Jamming*, 1996
- F. Jeff DeGraff, *Creativity Course Pack*, 1995.
- G. Various internet sites with noted addresses.

VII. Appendices

- A. Additional Book List
- B. Mentor and Mirlyn Keyword Searches
- C. Lexis/Nexis Recent Articles

Appendix A

Additional Book List

Creativity Book List as of 14th February 1996
Produced from the Creativity Web Pages at
<http://www.ozemail.com.au/~caveman/Creative>

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T: The Care and Feeding of Ideas
A: James L. Adams
P: Addison-Wesley, Reading, Mass.
Y: 1986
I:

T: Conceptual Blockbusting: A Guide to Better Ideas.
A: James L. Adams
P: Reading, Massachusetts: Addison-Wesley
Y: 1986
I: 0-201-10089-4

Contents:

- * 1. Introduction
- * 2. Perceptual Blocks
- * 3. Emotional Blocks
- * 4. Cultural and Emotional Blocks
- * 5. Intellectual and Expressive Blocks
- * 6. Alternative Thinking Languages
- * 7. All Kinds of Blockbusters
- * 8. Groups and Organisations

T: Grow or Die, The Unifying Principle of Transformation
A: George T. Ainsworth-Land
P: John Wiley
Y: 1986
I:

T: Brain Power - Learn to Improve your Thinking Skills
A: Karl Albrecht
P: Prentice-Hall
Y: 1980
I: 0-13-136325-5

Fact Finding, Thinking on Your Feet, Problem Solving, Decision Making, Idea
Production and Becoming an Innovator.

- * Do you want to expand your mental power?
- * Think more clearly, logically, and creatively?
- * Improve your memory?
- * Solve problems and make decisions more effectively?

With the help of Brain Power, you can sharpen all your thinking skills.

Introducing six functional thinking abilities you need to become an adaptive, innovative thinker, the author helps you develop your ability to think on your feet, to isolate and arrange facts, and to avoid logical pitfalls. You will see how to use creative problem-solving strategies, both in business and in private life. And, you'll learn specific ways for maintaining a positive frame of mind and blocking out negativism in your environment.

With practical exercises, to improve your full range of mental capabilities from concentration to intuition, management consultant Karl Albrecht answers all your questions on becoming a more efficient and effective thinker.

Offering a gold mine of ideas and techniques to use in most any situation, Brain Power provides fascinating illustrations, games, and puzzles that will stimulate and expand your brain power.

T: The Creative Corporation
A: Karl Albrecht
P: Dow-Jones-Irwin, Homewood, IL
Y: 1987
I:

T: A Pattern Language: Towns, Buildings, Construction
A: Christopher Alexander, et al.
P: New York: Oxford University Press
Y:
I: 0195019199

Though others have tried over the years, no one has ever produced a work quite like this one. It's 1200 pages of careful thinking on how to design humane towns, buildings, and houses. Some will quibble about certain of Alexander's design principles, but as a model of systems thinking and socially engaged design the book has no equal. Alexander's idea of presenting design advice in compact, interrelated modules (called "patterns") has been borrowed in other fields including organizational design and software engineering, to name only two.

T: Creativity As An Exact Science.
A: Genrikh Altshuller
P: Gordon and Breach Science Publishers, New York
Y:1988
I:

T: Creativity and its Cultivation
A: Harold Anderson (ed)
P: New York: Harper & Row
Y:1959
I:

Comment by James Adam in "Conceptual Blockbusting":

This volume contains addresses presented at various symposia on creativity

held at Michigan State University in 1957 and 1958. Contributors include Erich Fromm, J.P.Guilford, Ernest Hilgard, Rollo May, Margaret Mead, Carl Rogers, Abraham Maslow and others.

T: Creativity, The Magic Synthesis.

A: Sylvano Arieti

P: Basic Books, New York

Y: 1976

I:

Arieti provides a fairly good introduction to the study of the creative process, including a good overview of research in the area (up to 1976). He was also one of the first to emphasize non-verbal and pre-conscious aspects of cognition.

T: The Care and Feeding of Ideas

A: Bill Backer

P: Times Books, Random House

Y: 1993

I: 0-8129-1969-6

This is a history of the making of the famous Coca-Cola Hilltop commercial. Backer writes with an engaging tone and provides a wonderful look at the lifecycle of an idea. His use of metaphor is fun and powerful.

T: Using Your Brain - for a Change

A: Richard Bandler

P: Real People Press, 1985

Y:

I:

...and you'll begin finding a totally new world inside yourself.

T: How To Profit From Your Ideas: Make Your Ideas Work.

A: Flemming Bank

P: Aston-Hill Book Company [distributor], Portland, OR

Y: 1985

I:

T: Future Edge

A: Joel Arthur Barker

P: William Morrow and Co, New York

Y: 1992

I:

T: New Beginnings: Healing through communication

A: Russ Bedord

P:

Y: 1995

I:

Russ Bedord (RussBe@aol.com) wrote in October 1995

It challenges readers to apply this metaphor in developing their own creativity, as well as, that of others in the workplace and life in general.

(Sidney J. Fames, Ph.D. testimonial for the book)

T: The Creative Mind - Myths and Mechanisms

A: Margaret Boden

P: Abacus

Y: 1990

I: 0 349 10469 7

Shakespeare, Bach, Picasso, Newton, Darwin, Babbage, Chanel, the Saatchis, Groucho Marx, the Beatles...take your pick. From poets and scientists to advertisers and fashion designers, creativity abounds.

But what exactly is it? How does it come about? And could science ever explain it? In this book, Margaret Boden goes on to offer some new and startling answers to these questions. She argues that intuition - the impetus, many believe, for creativity - can be scientifically examined. Using the idea that creativity involves the exploration of conceptual spaces in the mind, she describes these spaces and ways of transforming them to produce new ones by using computational concepts drawn from artificial intelligence. And she demonstrates that we can now apply psychology in a new way by trying to make computers do the sort of things real minds do. Without denying creativity's unpredictability or its wonder, and emphasising the richness and power of the human mind, she crosses the art/science divide and outlines how the creative process may be scientifically understood.

T: Mechanism of Mind

A: Edward de Bono

P: Penguin

Y: 1968

I:

The human mind can be regarded as an insoluble mystery .. or as a fairly simple and fallible system which depends on the behaviour of its mechanical units. Patterns made by drops of water on different surfaces or by electric bulbs in advertising displays help Dr de Bono, in this fascinating and provocative book, to build up a picture of a 'special memory-surface*', which might resemble the brain in its selection, processing and rejecting of information. With simple analogies he illustrates the mind's tendency to create and consolidate rigid patterns, to build myths, to polarize and divide, and then relates these mechanisms to the various modes of thinking - natural, logical, mathematical, and lateral. In conclusion, Edward de Bono coins and defines a new word of one syllable, with the startling suggestion that its addition to the language could greatly widen the effectiveness of human thinking.

T: The Five Day Course in Thinking

A: Edward de Bono

P: Penguin

Y:1968

I:

This book offers a series of simple but intriguing problems in thinking that require no special knowledge and mathematics. The problems are designed to let the reader find out about his own personal style of thinking, its weaknesses and strengths and the methods, latent in himself, that he never uses. Being right is not always important - an error can lead to the right decision

T: Lateral Thinking - Creativity Step by Step

A: Edward De Bono

P: Perennial Library

Y: 1970

I:

Described in Karl Albrecht's "Brain Power":

A thorough treatment of deBono's novel concept of an alternative style of attacking problems, that is, lateral thinking vs. conventional vertical thinking.

Contents

- * The Way the Mind Works
- * Difference between lateral and vertical thinking
- * Attitudes towards lateral thinking
- * Basic nature of lateral thinking
- * The use of lateral thinking
- * Techniques
- * The generation of alternatives
- * Challenging assumptions
- * Innovation
- * Suspended judgment
- * Design
- * Dominant ideas and crucial factors
- * Fractionation
- * The reversal method
- * Brainstorming
- * Analogies
- * Choice of entry point and attention area
- * Random stimulation
- * Concepts/divisions/polarisation
- * The new word PO
- * Blocked by openness
- * Description/problem solving/design

Read the notes made from this book by Charles Cave.

T: Po: Beyond Yes and No

A: Edward de Bono

P: Penguin

Y: 1972

I:

Po: Beyond Yes and No is the basic primer of a revolutionary new way of thinking. Edward de Bono maintains that most of us are trapped within the rigid confines of traditional ways of thinking, limited by concepts which

have developed simply for the purpose of arriving at the 'right' answer. While humanity has advanced technologically, in the real of ideas and thought processes we are, he says, still using the restricted and restricting concepts that have always been used.

He offers Po as a device for changing our ways of thinking: a method for approaching problems in a new and more creative way. It is the product of a research scientists who notably - and very entertainingly - thinks for himself.

T: The Greatest Thinkers - the thirty minds that shaped our civilisation

A: Edward de Bono

P: Weidenfeld and Nicolson London

Y:1976

1:0 297 77198 1

There is nothing more powerful than an idea in the mind of man. At some point in time the thinking of a single man puts things together a new way and an idea is born. That idea can change the world and the lives of everyone living in the world. Something as insubstantial as thinking, someone as unimportant as a single person can have this effect. That is the fascination of thinking and ideas.

This book is about the greatest thinkers - the minds that have shaped our civilisation. Essays on thirty great thinkers - de Bono's individual selection - are set in the context of the history of Western thought. From Moses, through such diverse figures as Jesus, Columbus, Descartes, Marx and Freud, to Sartre, the book ranges across the wide field of human achievement and perhaps surprisingly includes few philosophers. A particularly original feature of the book is the visualisation of each thinker's achievement and the way it changed the existing line of thought. The book is fully illustrated with portraits and other documentary material.

With 100 black and white illustrations and 30 diagrams.

The thirty people in the book

Moses, Confucius, Plato, Aristotle, Euclid, Jesus, Augustine, Aquinas, Columbus, Machiavelli, Copernicus, Luther, Bacon, Descartes, Newton, Rousseau, Kant, Malthus, Clausewitz, Darwin, Marx, Clerk Maxwell, William Jaems, Nietzsche, Pavlov, Freud, Einstein, Keynes, Wiener and Sartre.

Further reading

Tony Buzan's Book of Genius (1994) follows a similar style of choosing significant people and analysing their characteristics.

T: Atlas of Management Thinking

A: Edward de Bono

P: Maurice Temple Smith Limited

Y:1981

I: 0 85117 213 X

From the front cover: This is the first book ever to be written deliberately for the right side of the reader's brain.

It is another of Edward de Bono's pioneering efforts, and should become a standard work for anyone concerned with management or decision-making. It fits directly in with his approach to thinking: the building up and enrichment of perceptual maps so that the thinker can find his way about effectively. He believes that perception is by far the most important part of thinking since the processing can now be delegated to computers.

Research work on the brain has suggested that our usual thinking, dominated by language and logic, takes place in the left side of the brain. The right side of the brain works in images, whole patterns and undefined feelings - all of which cannot be verbalised. This non-verbal type of thinking often works as what is loosely called 'intuition'.

Verbal descriptions of complex management situations are necessarily lodged in the left side of our brain. In order for us to be able to use the right side of the brain we need a repertoire of non-verbal images. That is precisely what this book sets out to provide. The images provided by the drawings in this book enrich the perceptual map of the executive. The images allow him to add some right-brain thinking to his usual left-brain thinking. This makes it easier for the executive to recognise situations in a flash instead of having to build them up piecemeal.

The book has been called an Atlas because it is a reference work of visual images. The word 'atlas' also explains the second purpose of the book: to provide a swift and powerful new communication method for management. Just as reference to a page and grid number in an ordinary atlas is a convenient, so one executive can refer to a particular image in this book in order to communicate swiftly and effectively about a situation. In this way feelings and 'flavours' do not have to be verbalised. This communication system can have several advantages, one of which is to avoid the lengthy verbiage that may otherwise be necessary to describe a situation. All an executive may need to communicate may be: 'With regard to our productivity drive, see page 16.'

Dr de Bono has always been concerned with what he calls 'operacy', which is the thinking involved in getting things done - in contrast to descriptive thinking. It will be interesting to see how management will respond to this bold new initiative.

Brief contents

- * **Confrontation**
- * **Productivity**
- * **Decision**
- * **Getting There**
- * **Problem-solving**
- * **Opportunities**
- * **People**
- * **Change**
- * **Objectives**
- * **Fit**
- * **Future Forecasts**
- * **Planning**

- *Information
- * Communication
- *Risk
- * Group Decisions
- * New Venture Investment
- * Priorities
- * Organisation Structure
- * Failure
- * Basic Thinking

T: Six Thinking Hats

A: Edward de Bono

P: Little, Brown and Company

Y:1985

I:

From the cover:

:Thinking is the ultimate human resource. Yet we can never be satisfied with our most important skill. No matter how good we become, we should always want to be better."

Edward de Bono

"Thinking often proceeds as drift and waffle and reaction" writes de Bono.

In Six Thinking Hats the author presents a simple but effective way to become a better thinker. He separates thinking into six distinct modes, identified with six coloured "thinking hats":

- * White - facts, figures, and objective information
- * Red - emotions and feelings
- * Black - logical negative thoughts
- * Yellow - positive constructive thoughts
- * Green - creativity and new ideas
- * Blue - control of the other hats and thinking steps

"Putting on" a hat focuses thinking; "switching" hats redirects thinking.

With the different parts of the thinking process thus clearly defined, discussions can be better focused and more productive.

Using real-life situations as examples, Dr de Bono creates scenarios that show how the effective use of "thinking hats" can:

- * focus thinking more clearly
- * lead to more creative thinking
- * improve communication and thus decision making

Dr de Bono's concepts are applied by some of the world's largest corporations. Six Thinking Hats clearly illustrates why they have found his ideas essential for their management techniques.

T: The CoRT Thinking Program

A: Edward De Bono

P: SRA, Easterville, Ohio

Y:1986

I:

60 thinking skills lessons that I go back and revisit frequently. Never boring and always thought provoking. Excellent for any age group and ability level. It is presently being piloted in Motorola factories in the US, France and Malasia, quite apart from being used in thousands of schools around the world.

T: Letters to Thinkers

A: Edward de Bono

P: Harrap

Y: 1987

I: 0-245-54575-1

This book is rather more personal than previous books because it was not written as a book in the first place. The contents are taken from a series of privately subscribed letters which are being made available to the public for the first time. The constitute a continuation of Edward de Bono's thinking about thinking.

T: I Am Right, You Are Wrong

A: Edward de Bono

P: Penguin

Y: 1990

I:

From this to the New Renaissance: from Rock Logic to Water Logic.

In this book Dr Edward de Bono puts forward a direct challenge to what he calls the rock logic of Western thinking. Rock logic is based on rigid categories, absolutes, argument and adversarial point scoring, de Bono believes that this thinking cannot provide the constructive energies that we are going to need in order to solve problems and create a better future as we move towards the year 2000.

Instead of rock logic, he proposes the water logic of perception. Drawing on our understanding of the brain as a self-organising information system, Dr de Bono shows that perception is the key to more constructive thinking and the serious creativity of design.

T: Six Action Shoes

A: Edward de Bono

P: Harper Collins

Y: 1991

I: 0-00-255021-0

From the back cover: A brilliant way to take control of any business or life situation.

Navy formal shoes - suggest routines and formal procedures. (Dress in them as a pilot would to do a complex pre-flight check)

Orange Gumboots - suggest explosions and danger (Pull them on to react to a sudden hostile takeover bid)

Pink slippers - suggest warmth and domesticity. (Slip into them to control a colleague who didn't get that promotion)

Brown brogues - suggest the sensible and the practical. (Wear them to cut through red tape and get the new plant finished on schedule).
Grey sneakers - Suggest 'grey matter' in the brain and investigation. (Kick around in diem to collect competitive information for launching a new braid of baby food)
Purple riding boots - Suggest imperial authority. (Assume them to issue orders to your staff for an important rush project).

T: Serious Creativity
A: Edward De Bono
P: Harper Business
Y: 1992
I: 0-99730-566-0

From the back cover: With Serious Creativity, creative genius and bestselling author Edward de Bono brings right up to date his landmark concept of lateral thinking.

This is the seminalwork on deliberate creative thinking. The world -renowned expert in creativity and inventor of the systematic process of lateral thinking shows that 'serious creativity' is not a contradiction in terms. Formal creative tools are based on the logic of self-organising patterning systems.

De Bono's approach has been used by business executives with astounding results. A top executive at Du Pont says that lateral thinking saved his company \$30million in a new product introduction, and Peter Ueberroth used lateral thinking to make the Olympic Games profitable and much sought after by host cities for the first time in history. Creativity is becoming increasingly important for all businesses as competition intensifies because it is the best and cheapest way to get added value out of existing resources and assets. New concepts are essential for the 'sur/petition' that is coming to replace traditional competition.

Serious Creativity will undoubtedly become the standard textbook of creativity around the world. Twenty-five years of extensive experience, research and insights resulting in new material makes this book a powerful and fundamental book for all who use creative thinking. The years have shown that de Bono's deliberate techniques of lateral thinking really do work for individuals and for corporations. At last creative thinking becomes a useable skill instead of a matter of talent, temperament, or luck, and moves to the centre of value for corporations.

Peter de Jaeger writes: This is a compilation and summarization of a good deal of de Bono's work. He covers everything from CoRT thinking program, to lateral thinking, to Six Hats. This is great stuff that has a life time's worth of material in it. If I had no other creativity book, I think I would choose this one.

T: Teach Your Child How to Think
A: Edward de Bono
P: Penguin
Y: 1992
I: 0 670-830135

From the back cover: Are you going to wait until schools teach thinking directly? That may be too late for your children. Thinking is the most fundamental of human skills but education does very little about it. Where is 'thinking' in the curriculum?

For 20 years teachers have been asking Edward de Bono what they can do to develop the thinking skills of their children. Now for the first time he makes his work and his experience directly available to people who want to give their children a better chance in life.

A good brain is wasted without thinking skills. An increasingly complicated life demands clear and constructive thinking: making decisions, making choices, taking initiatives and being creative. Watching television for 20 to 30 hours a week, as many children do, results in a passive mind that can only follow what others are doing (including drugs and violence). But you can start to teach your children to think - now.

It is not enough to be intelligent or articulate. Many highly intelligent people get caught in the 'intelligence' trap and are poor thinkers. Thinking is a skill that you can teach your children. Even one or two thinking habits or tools taken from this book and given to your children may strongly affect their whole life.

T: Water Logic
A: Edward de Bono
P: Viking Penguin
Y: 1993
I:

When approaching a complex problem, it is often difficult to keep in mind the many factors involved and to retain a clear view of how they relate to one another. Edward de Bono has built his reputation on providing thinking tools that are very simple to use and yet are powerful in their effect. In this book he puts forward a new method for problem solving.

De Bono contends that traditional logic is static, based on the solid foundations of 'is' and identity. In contrast to this traditional 'rock logic', he proposes 'water logic' which is based on 'to' and the flow of the mind: "What does this lead to?" as opposed to "What is...?" This new logic is surprisingly easy to learn and use, and results in a visual 'flowscape', which allows you to lay out and then look at your thinking.

T: Parallel Thinking - From Socratic to de Bono Thinking
A: Edward de Bono
P: Penguin
Y: 1994
I: 0-670-85773-4

From the back cover: With today's rapid changes, judgment is not enough; we need to design forward from parallel possibilities. Two thousand five hundred years ago the Greek 'gang of three' (Socrates, Plato and Aristotle) endowed Western civilisation with a thinking system based on analysis, judgment and argument. While it has its place, this system lacks the constructive, creative and design energies that are needed for modern life.

After twenty five centuries it may be time to shift from Socratic thinking - the search for truth - to de Bono thinking - design forward for value.

Those problems that can be solved by analysis have been solved, now the rest can only be solved by 'design':

- * accept possibilities without judging and lay them down in parallel
- * accept both sides of a contradiction and lay them down in parallel
- * then design forwards from parallel possibilities

Edward de Bono's new book is not about philosophy, but about the practical operation of thinking. Parallel thinking outlines the system's techniques and applications in both personal and professional life.

T: Teach Yourself to Think

A: Edward de Bono

P: Penguin

Y: 1995

I:

Review needed! Please email to charles@jolt.mpx.com.au

T: The Creators: A History of Heroes of the Imagination

A: Daniel J. Boorstin

P: Random House

Y:

I:

From the cover: Publisher's Weekly: An enormously stimulating volume, an epic work of immeasurable riches. Packed with shrewd, pithy judgements and entertaining biographical profiles...this eloquent, remarkable synthesis sets the achievements of humanity's advance from darkness and ignorance.

T: Moment by Moment: The Art And Practice Of Mindfulness

A: Jerry Braza

P: Salt Lake City: Healing Resources

Y: 1993

I: 0-9634863-0-6

A beautiful, simple, and effective treatment of the subject. Includes exercises. Perhaps the best introduction I've seen for those who are not naturally drawn to mindfulness or have reservations about the Buddhist origins of much writing about mindfulness. Foreword by Thich Nhat Hanh.

T: Fire in the Crucible

A: John Briggs

P: Jeremy P. Tarcher

Y:

I: 0-87477-547-7

from back cover: "...author John Briggs reveals there is no single special trait of genius. Creative people are not necessarily smarter or more talented than others; however, they do give attention to their contradictory or paradoxical feelings and act on subtle nuances of perception that most

others ignore. Geniuses create themselves. Briggs clarifies the many misconceptions about creativity including the role of IQ, prodigies, and solitary work..."

T: Actual Minds, Possible Worlds

A: Jerome Bruner

P: Cambridge, MA: Harvard

Y:1986

I: 0-674-00366-7

Bruner looks at literature, philosophy, anthropology, sociology, and creativity through the lens of cognitive psychology. The chapter on the thought of American philosopher Nelson Goodman is the best lay introduction around and alone is worth the price of the book. My [Peter de Jager] favorite of Bruner's many books.

T: Sociological paradigms and organizational analysis

A: G Burrell & G Morgan

P: Heinemann, London.

Y:

I:

Shows what kinds of methods match what kinds of assumptions about the nature of enquiry and reality. Shows the weakness in much of creativity research using the expressive phrase 'abstracted empiricism' (using methods of the natural sciences to deal with problems from a different kind of paradigm).

T: Use Both Sides of Your Brain.

A: Tony Buzan

P: New York: Plume

Y:1991

I:

T: The Mind Map Book

A: Tony Buzan with Barry Buzan

P: Dutton

Y: 1994

I: 0-525-93904

T: Buzan's Book of Genius and how to Unleash your own

A: Tony Buzan and Raymond Keene

P: Random House

Y: 1994

I:

This book is in three parts:

*** 1. Developing Your Mental Skills**

*** 2. The Hall of Fame**

*** 3. Mental World Records**

One of my favorite books on this subject is *The Artist's Way*, a 12-week creativity workbook that is quite spiritual in tone, though not "cosmic." The techniques she espouses are quite powerful if practiced regularly. I'm very rarely evangelical about books, but this is one I am so attached to that I won't even loan it out: This is a 12-week workbook, "a course in discovering and recovering your creative self." Although some of the language is tilted too much toward the AA/Recovery model for my liking, the author's journey and advice ring true. I don't mind her somewhat mystical spiritual language.

Cameron introduces 2 tools: morning pages and artist dates. One reads a book chapter and does a series of exercises each week. A year ago, I would have told you, "I'm not really an artist." Since then, I have learned a new medium, placed works in 5 galleries, have had a piece in one invitational show, and have received and completed several commissions. I still do morning pages. I still do artist dates. I still re-read pertinent chapters in the book. I keep meeting people who say, "You know the Artist's Way? Isn't it amazing?" Julia Cameron figured out some tools that work, and wrote the book to share them. —Nani Paape

From the back cover:

The Artist's Way is an empowering book for aspiring and working artists. With the basic principle that creative expression is the natural direction of life, Julia Cameron leads you through a comprehensive twelve week program to recover your creativity from a variety of blocks, including limiting beliefs, fear, self-sabotage, jealousy, guilt, addictions and other inhibiting forces.

The book is unique in three ways:

1. It links creativity to spirituality by showing in nondemoninational terms how to tap into the higher power that connects human creativity with the creative energies of the universe.
2. It links creativity to personal empowerment and in each of the twelve weeks of the course helps remove one or more seemingly insurmountable barriers to artistic confidence and productivity.
3. It links creativity to learnable skills, guiding you through a variety of highly effective exercises and activities that spur imagination and capture new ideas.

Whatever your spiritual orientation, *The Artist's Way* will resonate in your creative mind with truth, wisdom, and inspiration.

T: *The Power of Myth*

A: Joseph Campbell with Bill Moyers

P: Doubleday

Y: 1988

I:

T: *Breakthrough Creativity!*

A: Marlene Caroselli

P: Quality Resources, White Plains, NY

Y: 1994

I:

T: Time, Narrative, and History

A: David Carr

P: Bloomington: U. of Indiana Press

Y:

1:0-253-20603-0

What is a book on the philosophy of history doing on this list?! Carr is a phenomenologist in the tradition of Husserl, Heidegger, and Merleau-Ponty. He unwittingly sheds important light on creativity by giving us a detailed and brilliant analysis of the role of narrative in the making of personal meaning and value. Basically, we create ourselves by telling ourselves a story about who we are, what has happened to us, what we plan to do, and how all of it fits into the "big picture." I would extend this to say that our creative projects are an important part of our experience and have the same narrative structure that Carr finds in everyday life.

T: Explorabook

A: John Cassidy

P:

Y:

I: 1-878257-14-5

Peter de Jaeger found this book to be fascinating. It's actually for younger children, but it contained GOBBS of info. It came with a fresnel lens, a magnifying glass, Agar, a mirror, a moire spinner, and even a magnet. Cool!

T: Explorabook

A: John Cassidy

P:

Y:

I: 1-878257-14-5

T: The Creative Spirit

A: Daniel Coleman, Paul Kaufman, and Michael Ray

P: A Dutton Book

Y: 1992

I:

This is the companion book to the PBS Television series. Easy reading and enjoyable work that covers a wide range of creativity related topics.

T: Get Out of Your Thinking Box; 365 Ways to Brighten Your Life & Enhance Your Creativity

A: Lindsay Collier

P: Robert Reed Publishers (San Francisco)

Y: 1994

I: 1-885003-01-3

Submitted by Lindsay Collier (WhackAMole@msn.com)

The Whack-A-Mole Theory: Creating Breakthrough and Transformation in Organizations, WhAM Books, W. Henrietta, NY. 1994, no ISBN

T: The Whack-A-Mole Theory: Creating Breakthrough and Transformation in Organizations

A: Lindsay Collier

P: WhAM Books

Y: 1994

I: 1-885003-01-3

Submitted by Lindsay Collier (WhackAMole@msn.com)

T: Music and Imagination

A: Aaron Copland

P: Cambridge, Mass: Harvard University

Y:

I:

T: The Magic of Conflict

A: Thomas F. Crum

P: Touchstone, Simon & Shuster

Y: 1987

I: 0-671-63818-1

About Aikido the thoughts/ideas/concepts are directly applicable to day to day living. Including the 'problems' of resistance to Change/Creativity, I've used the concepts to solve business problems relating to office politics.

T: Flow: The Psychology of Optimal Experience

A: Mihaly Csikszentmihalyi

P: Harper & Row

Y:

I:

How to enhance the quality of life, by reproducing a mental state in any aspect of life. The timelessness and oneness you experience when you are totally absorbed in something, and how to enter that state again and again.

T: The Evolving Self

A: Mihaly Csikszentmihalyi

P: Harper Perennial, 1993, ISBN: 0-06-092192-7

Y:

I:

T: Quantum Learning: Unleashing the Genius in You

A: Bobbi DePorter with Mike Hernacki

P: Dell Publishing (Bantam Doubleday)

Y: 1992

I: 0-440-50427-9

Contents

- * **Relearning How to Learn**
- * **The Limitless Power of your Mind**
- * **The Power of WIIFM - What's in it for me?**
- * **Setting the Stage: Hie Right Learning Environment**
- * **Cultivating a Winning Attitude:**
- * **Discovering Your Personal Learning Style**
- * **Techniques of High-Tech Note-Taking**
- * **Write with Confidence**
- * **Work your own Memory Miracles!**
- * **Blast off with Power Reading**
- * **Thinking Logically, Thinking Creatively**
- * **Making that Quantum Learning Leap**

T: Tools for Dreamers

A: Robert Dilts, Todd Epstein, Robert W. Dilts

P: Meta Publications, Cupertino CA

Y:

I: 0-916990-26-5

Dilts is one of the founders of Neuro-Linguistic Programming and provides an interesting attempt to model creativity. He describes the creativity strategy of Walt Disney. Lots of exercises to try out and experiment with. An NLP background would benefit the reader, but is not necessary.

T: Skills for the Future

A: Robert Dilts with Gino Bonissone

P: Meta Publications

Y:1983

I: 0-916990-27-3

T: The Power of Limits.

A: Gyorgy Doczi

P: Massachusetts: Shambhala Publications

Y:1981

I:

T: The Woman's Book of Creativity

A: C. Diane Ealy, Ph.D.

P: Words Publishing Inc

Y: 1995

I: 1-885223-06-4

Review from Linda Jones (gatorpon@jax.jaxnet.com)

In the introduction, the author says: "Once in a while men have attended my presentations, and several men have read this book. I get positive feedback from them. They tell me that they, too, can relate to much of what I'm saying."

The book is divided into four parts ~ understanding feminine creativity, developing your unique process, integrating creativity into your daily life, and breaking blocks. In those four parts, the author defines creativity, the many saboteurs of creativity, affirmations, meditation, expanding your sense of self (altered states), imagery, preventing burnout, etc.

I quote a few lines from her book: "If you want to be more creative, you exercise creativity, just as you strengthen your body by exercising."

"Have you ever believed you resolved an issue, only to have it recur? This is the spiral at work. It gives us the opportunity to examine the old from a new perspective, from a new point on the spiral."

I have no relationship to the author, the publisher, etc. I merely stumbled on the book in a catalog and ordered it for myself. -Linda Jones

T: Drawing on the Artist Within

A: Betty Edwards

P: Simon & Shuster, Inc.

Y:

I:

This book is a followup to Betty Edwards Drawing on the Right Side of the Brain. It includes a mix of exercises and theory to provide, as is described on the front cover, an inspirational and practical guide to increasing your creative powers. Some of the material and exercises repeat from Betty Edwards's earlier work, but there is enough that is new to make it worth while for those who have worked with Drawing on the Right Side of the Brain.

T: Drawing on the Right Side of the Brain

A: Betty Edwards

P: Harper Collins

Y: 1993

I: OCLC638114 6

Betty Edwards has degrees in art and education and is a practicing art teacher at California State University. She was for some years a working artist, and when she began teaching drawing she found herself increasingly interested in the problem of helping people learn how to draw. The brain research carried out by Professors Jerome Bruner and Roger W. Sperry, bringing a new understanding of the functions of the right and left hemispheres of the brain, led her to develop teaching techniques that forced students to use the right sides of the brain.

The results were astounding, even with her most unpromising pupils, and she has gone on to perfect her techniques into a system that enables anyone at all to acquire real skill in drawing. Her sequel to this book is Drawing on the Artist Within

T: Why Do Clocks Run Clockwise?

A: David Feldman

P:

Y:

I: 0-06-091515-3

This book contains tons of imponderables that we sometimes never even think about. Just one of the few imponderables mentioned was "Why do bananas, unlike other fruits, grow upward?"

T: Surely You're Joking Mr. Feynman

A: Richard P. Feynman

P: Bantam Books

Y:

I:

A nobel prize winner tells his thinking about stuff with great humor.

Charles Cave notes: "I have read this book and will put my summary notes on this Web site given enough prodding!"

T: The IdeaFisher

A: Marsh Fisher

P: Peterson's Pacesetter Books

Y: 1995

I:

Marsh has just released a book called "The IdeaFisher" that shows how to use the principles behind the software, even if you don't use the software. Here's a brief excerpt from the book:

Creativity is New Relationships

Any new idea is the recombination of past experiences that form new associations. New associations, the essence of creativity, come from borrowing, adding to, or otherwise manipulating old concepts and their associations with those of other concepts.

Creativity is a four-step process that happens quite naturally. First, you have to record concepts by putting them into your memory. Then you must be able to remember them. Next, you reassociate or rearrange those concepts to form combinations.

For instance, combining "tomato" with "spherical" gives you the thought of a "tomato's shape." That's thinking: making relationships. The fourth step is to make brand-new relationships between the concepts and their associations. Combining the concept of "tomato" with that of "spherical" gave an entrepreneur the thought of developing a square tomato which would be easier to pack and ship. That's creative thinking.

The IdeaFisher, How to Land That Big Idea - and Other Secrets of Creativity in Business (Peterson's/Pacesetter Books, 1995) is available from bookstores. If you'd like more information about IdeaFisher software, contact staff@thinksmart.com.

T: Creative People

A: Winston Fletcher

P: Business Books, London

Y: 1990

I:

T: The Creative Problem Solver's Toolbox
A: Richard Fobes
P: Solutions Through Innovation, Corvallis, OR
Y:
I: 0-9632221-0-4

T: The Path of Least Resistance
A: Robert Fritz
P: New York: Ballantine
Y: 1984
I: 0-449-90337-0

This book along with "Creating" by the same author are "must reads" for anyone serious about improving creative productivity. They treat the process of creating ~ bringing ideas and projects to fruition — not so much the process or philosophy of creativity. For those people who have expressed frustration with too-many-ideas-not-enough-follow-through, Fritz is your man. Fritz certainly does not lack in self-confidence, and his style is direct and even abrasive at times. (I confess that I have sometimes fantasized about locking de Bono and Fritz in a room to see who would come out alive.) If you can only get one of the books, I recommend the older one.

T: Creating
A: Robert Fritz
P: New York: Ballantine
Y:1991
I: 0-449-90338-9

T: The Idea of Ideas
A: Robert W. Galvin
P: Schaumburg, Illinois: Motorola University Press
Y:1991
I:

Contents:

- * 1. Introduction**
- * 2. The Idea Process: Its Role**
- * 3. Leadership**
- * 4. Purposeful Differences**
- * 5. The Customer Idea**
- * 6. Global Strategies**
- * 7. Some Outside Ideas**
- * 8. Special Ideas**

T: Creating Minds
A: Howard Gardner
P: Basic Books
Y: 1993

I:

Harvard Professor Howard Gardner has written a comparative study of creativity seen through the lives of Freud, Einstein, Picasso, Stravinsky, T.S. Eliot, Martha Graham and Mahatma Gandhi.

The emphasis is psychological and moral at the same time, rather in the manner of oldtime psychoanalytical writers like Erikson. He takes a dimmer view of the anarchic and destructive side of Picasso, but admires the way Einstein, after his great breakthrough, could keep the child alive in him alive and achieve wisdom.

He's appreciative of the way even as an old man Stravinsky could continue to create and he's sensitive to the oscillation between self-marginalization in Eliot and a sense of society.

He quotes Martha Graham saying that to give herself to life she'd have to renounce her art and he's very interesting in tracing how a great man, a saint like Gandhi, was in his way engaged in the same Faustian pact as all the others.

If you like biography, and like the idea of multiple intelligences, you'll like the book.

T: Creative Dreaming

A: Patricia L. Garfield

P: Simon and Schuster

Y:

I:

T: The Creative Process, A Symposium

A: Brewster Ghiselin, Editor

P: New American Library , Mentor Books

Y: 1963

I:

Comment by James Adam in "Conceptual Blockbusting":

Often quoted in literature on creativity. This work is a collection of writings by extremely creative people (Mozart, Einstein, Poincare, etc). These letters speak to the creative process used by the writers. They cover many phenomena (such as Mozart's ability to hear music and then simply write it down) that are folklore among those who treat creativity in educational establishments.

Comments from Peter de Jaeger:

This is an anthology of writings on creativity by thirty-eight artists, critics, scientists, etc. including Van Gogh, Nietzsche, Henry Moore, Einstein, Max Ernst, and Carl Jung. Selections are taken from introductions, letters, essays, and a variety of other kinds of texts. Some of the selections are jewels, some dirt clods.

T: Synectics
A: W.J. J. Gordon
P: Harper & Row
Y: 1961
I:

Described in Karl Albrecht's "Brain Power":

A thorough description of synectics as a problem-solving methodology and its uses in various situations; emphasises metaphorical thinking techniques applied to product design, as well as mass idea production.

Comment by James Adams in "Conceptual Blockbusting"

This book talks about the early history of the Synectics Research Group in Cambridge, Mass., the technique of synectics, and its application. It is a mixture of technique and philosophy. The book is particularly interesting because of its emphasis on metaphorical thinking.

Comment by Peter de Jaeger:

This was one of the first attempts to research psychological states and operational mechanisms of the creative process.

T: An Adult's Guide To Style
A: Antonio Gregorc
P: Gregorc & Assoc.
Y:
I:

A definitive work on differences in personality, preferences and talents. Indispensable tool in exploring creative potential and understanding the mental structures associated with different forms of creativity.

T: Empowering Innovative People
A: Karl Gretz and Steven Drozdeck
P: Chicago: Probus Publ. Co
Y:
I: 1-55738-265-4

T: The Grace of Great Things: Creativity and Innovation
A: Robert Grudin
P: Ticknor & Fields
Y: 1990
I: 0-395-58868-5

Grudin is an English Professor at the University of Oregon. This is his second book, a follow-up to his absolutely fantastic _Time and the Art of Livings. He talks about the various characteristics or qualities of creative people.

T: Jump Start Your Brain
A: Doug Hall with David Wecker
P: Warner Books
Y: 1995

1:0-446-51717-8

Corporate guru Doug Hall is arguably the most outrageous, most freewheeling and successful creativity entrepreneur in America today. He presides over the most talked about bastion of brain boosting in the Country: the Richard Saunders International Eureka! Mansion in Cincinnati, Ohio, where executive from the nation's largest corporations; companies like Walt Disney Consumer Products, Nike, AT&T, Pepsi-Cola, and Procter & Gamble go to stimulate their imaginations, rekindle childlike perspectives, race off-road go-carts, and crank out new-to-the-world ideas.

Here, for the first time, Hall shares his Eureka! Stimulus Response methods for thinking smarter, faster and better...methods that university research indicates can enhance creativity by up to 500%.

Jump Start Your Brain is not a boring, theoretical book. It's a book of fun and inspiring ways to enhance your day-to-day thinking and stimulate your brain to find creative answers to real-life problems. But more than that, Jump Start Your Brain will show you how to find your own way in a "me, too" world. It's a manual for living your dreams. And it doesn't matter if you're a CEO, a kindergarten teacher, or a short order cook; anyone can put Hall's Eureka! Stimulus Response methods to work.

Doug Hall started his entrepreneurial career at the age of 12 as Merwyn the Magician. After receiving a Chemical Engineering degree from the University of Maine, he entered the brand management department at Procter & Gamble where he rose to the rank of Master Marketing Innovator. After 10 years, he retired to found Richard Saunders International and fulfill his version of the American dream.

David Wecker is a Richard Saunders International Trained Brain. He writes a newspaper column for the Cincinnati Post and co-hosts a call-in talk show on WLW radio.

Paul Rousseau, who submitted this book description, is a Eureka! Mansion "Trained Brain" and can be reached at rousseau@server.uwindsor.ca

T: Creativity, Talent and Personality

A: Emanuel F. Hammer, Ph.D.

P: Robert E. Krieger Publishing Company

Y:

I:

The sub-title is An Exploratory Investigation of the Personalities of Gifted Adolescent Artists. This work describes a research project in which Hammer compares a group of truly creative adolescent with a group of merely facile. He then goes on to extract a series of conclusions regarding creativity and personality. In the Preface, Hammer writes, <

T: Maps of the Mind

A: Charles Hampden-Turner

P: New York: Macmillan Publishing.

Y:1981

I:

T: Wake up your Creative Genius

A: Kurt Hanks and Jay Parry

P: William Kaufmann

Y: 1983

I:

T: Rapid Vis: A New Method for the Rapid Visualization of Ideas.

A: Hanks & Belliston

P: Los Altos, California: Crisp Publications.

Y: 1990

I:

T: Higher Creativity

A: Willis Harman and Howard Rheingold

P: Jeremy P. Tarcher, Inc.

Y: 1984

I:

Comments by James Adams in "Conceptual Blockbusting"

An interesting discussion of creativity. Harman is the president of the Institute of Noetic Sciences, Howard Rheingold is a human behaviour columnist, and their book includes conjectures upon more esoteric motivations than one usually finds in creativity books.

T: The Creative Brain

A: Ned Hermann

P:

Y:

I:

The Hermann Brain Dominance Profile (HBDP), described in Ned Hermann's The Creative Brain, is similar in many ways to the Myers-Briggs Type Inventory. However, the HBDP is based on right/left brain research and the MBH is not. The Hermann Brain Dominance Profile divides the brain into four quadrants: two left brain and two right. The upper two are the cerebral regions and the lower two constitute the limbic. Unlike the Myers-Briggs where one has either one trait or the other on each continuum, the HBDP measures how much of a preference one has in each of the four quadrants.

The HBDI "circle" contains four concentric rings. The two outermost indicate a preference for the quadrant. The third indicates use of the quadrant and the fourth (innermost), avoidance.

Hermann labels the upper left quadrant "A." He describes people with preferences in this quadrant as "logical, analytical, mathematical, technical, and scientific." The lower left, "B" quadrant describes people who are "controlled, conservative, organizational, and administrative." The upper right, "D" quadrant is where creativity comes into the picture. People with preferences in this quadrant are "imaginative, synthesizers, artistic, and think non-linearly." The lower right quadrant, "C" describes those who

are "social, emotional, spiritual, and talkative."

Hermann contends that the goal is to become "whole-brained" and able to use the characteristics of each of the four quadrants.

His book is in a landscape format and is chock full of interesting and entertaining illustrations. Personally, I find his "type" theory to be more descriptive and useful than the more widely-used and touted Myers-Briggs. I recommend this book without reservation.

Review supplied by

Fontaine Moore
George Mason University
Fairfax, VA 22031

T: The Creative Brain
A: Ned Herrmann
P: Brain Books, 1988
Y:
I:

T: The Key to Genius: Manic-Depression and the Creative Life
A: Hershman
P: Prometheus
Y: 1988
I:

T: 101 Creative Problem Solving Techniques,
A: James M. Higgins
P: The New Management Publishing Company, Winter Park, FL
Y:
I:

T: Godel, Escher & Bach
A: Douglas R. Hofstadter
P: Basic Books
Y: 1979
I: 0-465-02685-0

A treasure trove of ideas regarding the mind, thinking, perspectives on the world and reality. I go back to this one every few years to get re-injected with new ideas. The book seems to change each reading, offering deeper and deeper insights.

T: The Mind's I
A: Douglas R. Hofstadter (& Daniel Dennett)
P:
Y: 1981
I:

T: Metamagical Themas
A: Douglas R. Hofstadter
P: Basic Books
Y: 1985
I:

T: The Creative Encounter
A: Rosemary Holsinger, Camille Jordan & Leon Levenson
P: Scott, Foresman and Company
Y: 1971
I:

Comment by James Adam in "Conceptual Blockbusting":

A wide variety of viewpoints presented and filled with interesting and provocative writings and opinions

T: Frontiers of Creativity Research.
A: Isaksen, Scott G., ed
P: Buffalo, New York, Bearly Limited
Y:1987
I:

T: Managing Creativity.
A: John J. Kao
P: New Jersey: Prentice Hall
Y: 1991
I:

T: How To Zig In A Zagging World
A:John M.Keil
P: Wiley, New York
Y: 1988
I:

T: The Rational Manager
A: Kepner, C.H. and B.B. Tregoe
P: McGraw-Hill
Y: 1965
I:

Described in Karl Albrecht's "Brain Power":

A step-by-step problem-solving technique, developed by two consultants and taught in management seminars for business organisations.

T: The Art and Science of Creativity
A: George Kneller
P: New York: Holt, Rinehard and Winston
Y: 1965
I:

Comment by James Adam in "Conceptual Blockbusting":

This is a small and easily read book. It is a good introduction to the subject of creativity, the people in the field, and their discoveries. The first four chapters discuss many existing theories on creativity. The final two chapters contain the author's opinions concerning education and the nature and nurture of creativity.

T: The New Universal Traveler

A: Don Koberg and Jim Bagnall

P: William Kaufmann, Inc.

Y:

I:

T: The Act of Creation

A: Arthur Koestler

P: MacMillan, New York

Y: 1967

I:

Described in Karl Albrecht's "Brain Power":

Probably the most widely accepted theoretical treatment of "creativity". Not for the casual reader; it contains a wealth of research information and a conceptual framework for studying creative thinking.

Comment by James Adam in "Conceptual Blockbusting":

Kneller calls The Act of Creation "The most ambitious attempt yet made to integrate the findings of a range of disciplines into a single theory of creativity. In this book, bold in ideas and profusely documented, Koestler seeks to synthesise his own theory of the nature of creativity, as manifested in humour, art and science with the latest conclusions of psychology, physiology, neurology, genetics and a number of other sciences"

Peter de Jaeger writes: A good resource for excerpted interviews with recognized "creative geniuses". Koestler's commentaries are insightful as well. His theories of bisociation will become more important in the 1990s

T: Pure Instinct

A: Kathy Kolbe

P: Times Books (div. of Random House)

Y:

I: 0-8129-2069-4

T: If It Ain't Broke ... Break It!

A: Robert J. Kriegel and Louis Patler

P: Warner Books

Y: 1991

I:

T: Generating Creativity And Innovation In Large Bureaucracies

A: Robert Lawrence Kuhn, Editor.

P: Quorum Books, Westport, Conn.

Y: 1993

I:

T: The Conscious Conquest of Man and Matter Through Accelerated Thought

A: T. Kun

P:

Y: 1994

I:

This book is the basis for the Project Mind Foundation. The Project Mind Foundation vision is:

"to free the human spirit from the crushing illusion of materialism by using the transformative genius, latent in all humans, to eliminate real and addictive lack."

For more information on the foundation there is a link at the bottom of this

A Sensitive, challenging 'delve' into the furthest realms of human possibilities. Our unlimited potentials ... have not been within our reach, says the author, because we hadn't attained the requisite levels of technology and spirituality ... until now. PROJECT MIND proposes the final catalyst.

T: Women, Fire, and Dangerous Things

A: George Lakoff

P: Chicago: U of Chicago Press

Y:

I: 0-226-46803-8

This is a large book in every sense of the term. Lakoff is pursuing a mixed agenda which includes a critique of current trends in cognitive psychology and philosophy of mind. I mention the book here because I think that Lakoff is the most sophisticated thinker we have on the subject of how human beings structure their world through the mental act of categorization. And I think that if we ever come to a full understanding of creativity and how it works, it will be in large part because we had come to a full understanding of how categorization works. See also Lakoff and Johnson Metaphors We Live By.

T: Breakpoint and Beyond

A: George Land and Beth Jarman

P: HarperBusiness

Y: 1992

I:

How to achieve breakpoint thinking and go beyond where you are now, into the future. Learn about the power of creative growth, the power of future pull, and about the force of connecting. Deals with nature and its concepts and relations to us humans.

T: Peter's Quotations: Ideas for our Times
A: Peter Laurence
P: New York: Morrow
Y: 1977
I:

Described in Karl Albrecht's "Brain Power":

Over 500 pages of the most thought-provoking one-liners, witticisms, and observations every compiled; a welcome replacement to the dull and dusty drivel of Baitlett's famous doorstep. Peter quotes George Bernard Shaw on the subject of quotations: "I often quote myself. It adds spice to my conversations"

T: Imagineering
A: Michael LeBoeuf
P: McGraw Hill
Y: 1980
I:

T: Playful Perception: Choosing How to Experience Your World
A: Herbert L. Leff
P: Burlington, VT: Waterfront Books
Y: 1984
I: 0-914525-00-X

A wide variety of perception expanding exercises to do alone or in groups.
Leff: "...at every moment of your life you have the power to consciously create and enrich your experience of the world."

T: The Wholeness Principle
A: Anna F. Lemkow
P: Quest Books
Y: 1990
I: 0-8356-0655-4

T: Groupware in the 21st Century
A: Peter Lloyd
P: Adamantine Press, London
Y: 1994
I:

T: Creative Problem Solving
A: Edward & Monika Lumsdaine
P: McGraw Hill
Y: 1995
I:

Recommended by
Hortensia Jimenez
Tec de Monterrey, Edo. Mexico
hjimenez@campus.cem.itesm.mx

T: Advertising creativity: Techniques For Generating Ideas
A: James L. Marra
P: Prentice Hall, N.J.
Y: 1990
I:

T: The Farther Reaches of Human Nature
A: Abraham H. Maslow
P: Penguin Books
Y:
I:

Peter de Jaeger writes: I have started this book probably 6 or 7 times over the years and I have yet to get all the way through it.....The corners are dog eared where I have stopped reading. Inspired by the book, I keep abandoning to begin a new project or explore a process or etc. There is something about Dr. Maslow that brings out the best in me and I consider him my teacher although we never met. He and I respect the same values and this validation was/is very liberating to my respect of my own creative ability.

T: The Listening Book: Discovering Your Own Music
A: W. A. Mathieu
P: Boston: Shambhala
Y:1991
I: 0-87773-610-3

Insightful commentary interspersed with fun listening exercises. "By exploring our capacity for listening to sounds and for making music, we can awaken and release our full creative powers."

T: 99% Inspiration
A: Bryan W. Mattimore
P: Amacom (American Management Association)
Y: 1994
I: 0-8144-77887-7

Comments by Paul Rousseau (May 14, 1995):

Bryan Mattimore is a creativity consultant working out of Connecticut in the USA. His clients include: PepsiCo, Kraft/General Foods, AT&T and the US Government. This 180 page paperback has 34 short and useful chapters that will appeal to both novice and seasoned creativity consultant. While it covers familiar ground, (Synectics, Fuzzy Thinking, S.E.S., Creativity Dreaming, and Image Streaming), Mattimore introduces many interesting approaches to new product development and in stimulating creativity.. They include: "The Gray Box technique", "Guestimating", and "Meet the Inventors."

One of the more interesting techniques described in the book is "Idea Hooks" This involves starting with a tangible object and describing it according to its structure and function. In this way, the principles used to create the object can often be discovered. Once discovered, the inventor can use the principle to create new objects and products.

In Chapter 23, he briefly describes ways of applying creativity. One of the more refreshing recommendations is to set up a space in companies where people can experiment, play, dream and be creativity. Included in these space would be toys, products, music, games, comfortable chairs and other things that will stimulate the creative juices. He also describes in this chapter how to "make yourself the product", question assumptions, and "idea naming." Indeed, this is one of my favorite chapters in the book.

This book also speaks directly to budding creativity facilitators. He describes a useful tool, called "The Briefing Document" when facilitating creativity in organizations. Anyone trying to figure out how to organize a creativity project will find this extremely valuable.

Bryan Mattimore has an easy to read writing style and offer practical advice to those interested in applying creativity in both business and in personal affairs. This book will be a welcome addition to any thinking person's library.

T: The Courage to Create

A: Rollo May

P: Bantam Books

Y: 1975

I: 0-553-24222-9

What is the One Quality Possessed by all geniuses?

How can we acquire Creative Courage?

What takes place in the creative instant?

How can creative power make your life richer and more satisfying?

Creative Courage is the discovery of new forms, new symbols, new patterns on which society can be built. The Power to Create Exists within each of us, in his most stimulating book since the bestseller Love and Will, Dr May explores the truly remarkable power - and shows how it can make our lives richer and more rewarding.

T: Thunderbolt Thinking

A: Grace McGartland

P:

Y:

I: 0-9632785-0-9

You don't need a life-threatening experience to get unstuck. What you do need is the flexibility, awareness, and courage to risk rearranging your thinking so you can make a transformational shift: the shift from one answer to a multitude of alternatives.

T: You don't have to go home from work exhausted!

A: Ann McGee-Cooper with Duane Trammell & Barbara Lau

P: Ann McGee-Cooper and Associates, Inc

Y:

I: 0-9625617-1-1

A personalized how-to guide for energizing your work habits, thinking patterns, work environment, morning routine, commute time, evening and

weekend playtime, relationships, and overall approach to life.

T: Thinking Visually, A Strategy Manual for Problem Solving

A: Robert H. McKim

P: Lifetime Learning Publications

Y:

I:

T: Experiences in Visual Thinking

A: Robert McKim

P: Brooks-Cole

Y: 1972

I:

Described in Karl Albrecht's "Brain Power":

Well-illustrated practical treatment of the role of imagery in the thinking process; contains many illustrations, puzzles, experiments, and problems.

Comment by James Adams in "Conceptual Blockbusting"

This book not only goes deeply into imagery in a very effective and experiential way, but also contains generous discussion of conceptualisation, drawing, and general problem-solving. It is an excellently designed book with plenty of illustrations, puzzles, experiments, and problems. It is used as a text in an extremely popular undergraduate course at Stanford (Viz-Think in the local jargon) and is a convincing argument for the importance of visual thinking. It is fun to read and deceptively profound.

T: Thinking about Thinking

A: Clark McKowen

P: William Kaufmann, Inc.

Y: 1986

I:

T: What Is Contemplation

A: Thomas Merton

P: Springfield, Illinois, Templegate Publishers

Y: 1950

I:

T: Thinkertoys

A: Michael Michalko

P: 10-Speed Press

Y: 1991

I: 0-89815-408-1

THINKERTOYS makes it easier to be creative with over 30 meticulously outlined techniques, and hundreds of hints, tricks, tips, and tales to turn

anyone into a startlingly creative thinker.

T: The Creative Edge.

A: William Miller

P: Massachusetts: Addison-Wesley Publishing,

Y: 1987

I:

T: Creating Workforce Innovation

A: Michael Morgan

P: Business and Professional Publishing

Y: 1993

1:1875680 02 0

In this timely and highly relevant book, one of Australia's leaders in applying the creative process to business shows how creativity and innovation are essential in today's competitive business environment.

The need to embrace change rather than simply manage change lies at the heart of today's successful organisation. Creating Workforce Innovation shows in clear and practical terms how an organisation can initiate the change it doesn't want.

In organisations there are many things that seem to work against good ideas and change. We need to change the way we structure work to allow us to tap into our one untapped natural resource - our people. This book looks at the forces that work for and against ideas, how to actually encourage and organise creative thinking on the job and how to turn individual creativity into organisational innovation.

About the author

Michael Morgan is a partner in the Morgan Belle Group that specialises in organisational creativity and innovation. Michael has over 15 years' experience in helping people become more creative and innovative in the way they think, in the way they work and in the way they live.

Michael has implemented highly successful programs in over 100 leading organisations in Australia, New Zealand, the United States, Indonesia, Singapore, Malaysia and the Philippines. He is known internationally for his creative ability and has presented papers on creativity and innovation in Australia, New Zealand, Singapore and the United States.

Michael can be contacted by email

T: Free Play: The Power Of Improvisation In Life And The Arts

A: Stephen Nachmanovitch

P: Los Angeles: Jeremy Tarcher

Y: 1990

1:0-87477-631-7

Short, focused meditations on the power of creativity in life and vice versa. Beautifully written. My favorite chapter is "Eros and Creation" - a wonderful treatment of an often overlooked connection.

T: Breakthrough Thinking in Total Quality Management

A: Glen D. Hoffherr, John W. Moran, Gerald Nadler

P: Prentice Hall

Y: 1994

I: 0-13-090820-7

T: Breakthrough Thinking

A: Gerald Nadler and Shozo Hibino

P: Prima Publishing

Y: 1994

I: 1-55958-421-1

T: Creative Solution Finding

A: Gerald Nadler and Shozo Hibino with John Farrell

P: Prima Publishing

Y: 1995

I: 1-55958-567-6

Changing Your World Begins with Changing Your Own Thinking. You can contribute effectively in finding solutions in your family, state, and nation. Creative Solution Finding shows you that the real obstacles are not the problems themselves but the approaches to finding the solutions.

ased on many investigations and case histories, this book presents a "Full Spectrum Thinking" approach to finding solutions. These proven new principles and processes will help you plan, design, reengineer, improve and find solutions to problems. Full Spectrum Thinking:

- * Removes obstacles to simple solutions in both personal and organizational affairs
- * Encourages a fresh look at options in both personal and professional spheres
- * requires minimal data collection, thus reducing "analysis paralysis"
- * produces implementable answers that give much greater benefits in quality, economic returns and timelines
- * requires much less time and cost in developing these benefits
- * promotes innovative thinking to seek major changes in developing new products, systems and services
- * develops successful and long-lasting systems
- * builds natural project and work teams

Written by the authors of the highly acclaimed 'Breakthrough Thinking (Prima Publishing), Creative Solution Finding explains how Full Spectrum Thinking can help you find outstanding solutions at all levels. This is your chance to break through into new ways of thinking

Gerald Nadler, Ph.D. co-author of the best-selling Breakthrough Thinking, is IBM chair emeritus in Engineering Management at the University of Southern California, a past president of the Institute of Industrial Engineers, and a consultant to many of America's foremost corporations and government

organizations. He is the president of the Center for Breakthrough Thinking.

Shozo Hibino, Ph.D., co-author of the best-selling Breakthrough Thinking, is Professor of Planning and Design at Chukyo University, Japan, vice president of the Center for Breakthrough Thinking and vice president of Japan Planology Society. He has been a consultant to many Japanese junior chambers, government organizations and companies, including Mitsubishi and the Chou Sog Bank. He received the Phi Kappa Phi Faculty Recognition Award in 1990 and the Ban Memorial Award in 1993. He lectures on Breakthrough Thinking throughout the world.

John Farrell is a journalist, screenwriter, and novelist. He has published 350 feature articles, had eight dramatic screenplays produced and written two novels.

US \$24.95

Review contributed by: Paul Rousseau, St. Clair Beach, Ontario, Canada

T: The Innovator's Handbook - Problem Solving, Communication & Teamwork

A: Vincent Nolan

P: Sphere Books

Y:

I:

The Skills of Innovative Management: Problem Solving, Communication and Teamwork

Contents:

*

* Problem Solving

* Problem solving: scope and limitations

* From where you are to where you want to be

* Opening up the problem

* Idea-getting strategies

* Development of Solutions

* Problem Solving with several problem owners

* Problem-solving systems

* Strategy for managing the creative resource

T: The Design of Everyday Things

A: Donald A. Norman

P: New York: Doubleday Currency

Y: 1988

I: 0-385-26774-6

Norman, a cognitive psychologist who has written extensively on matters of design, explores the psychological roots of what constitutes good and bad design in everyday tools and products. The book becomes somewhat repetitious, but it's full of insights and useful reusable models. After reading Norman's analysis of door design, you'll never walk up to another new door without thinking of him and doing a quick evaluation of the door.

T: The Genese Diary - Report from a Trappist Monastery
A: Henry Nouwen
P: Phoenix Press
Y:1976
I:

T: The Art of Creative Thinking
A: Robert Olson
P: Perennial Library
Y: 1986
I:

T: Applied Imagination
A: Alex F. Osborn
P: Scribner's
Y: 1953
I:

Comment by Karl Albrecht in "Brain Power":

Well-known and bit overrated, but an excellent treatment of Osborn's technique of brainstorming. This book has probably had more influence than any other in stimulating interest in idea production among professional people in business organisations.

Comment by James Adams in "Conceptual Blockbusting"

Discusses not only brainstorming, but also Osborn's thinking about creativity. It is written in an expansive, early 1950's style and tends to reference opinion rather than science, but it strikes a responsive chord in some readers. It was quite influential, as was Osborn himself in the upsurge in the study of creativity in the 1950s.

T: Your Creative Power
A: Alex Osborn
P: Schaumburg, Illinois: Motorola University Press
Y:1991
I:

Foreward

Your Creative Power is an old friend of mine. I first read it in the original over forty years ago.

Alex Osborn, its author, was a prolific and exciting thinker, creative and judgmental. He inspired others by practical role modelship and clear, fundamental instruction. I went to school on his teachings. Step by step, I became creative.

As I have grown into the twilight years of my career, the Osborn impact has sustained and its potential shows increasing promise for many others.

I have extolled it separately in the preamble to a book I authored in 1991,

The Idea of Ideas. Today Osborn's book and mine are meant to deal a one-two energizing punch to the management and leadership of Motorola, Inc. The books challenge a heightened creativity expectation level. They show that we can readily train to daily superior, vocational creative skills. They, particularly Osborn, tell us how.

I personally abridged the excellent original three-hundred page Osborn book as a service to my associated. The supplementary anecdotes and reinforcements that the full text offered added sheer enjoyment and convincing evidence.

This shortened version is pure Osborn text. It retains all of his fascinating insights and principles that outline each and every creative fundamental and step that he lived and practiced and wrote of in the interest of stimulating our creative power.

Robert W. Galvin
Chairman, Executive Committee
Motorola, Inc

Contents:

- * 1. Creativity Examined
- * 2. Preparation for Creativity
- * 3. Imagination Guides

T: Creating Shared Vision
A: Marjorie Parker
P: Clarendon Hills, IL: Dialog Int.
Y: 1990
I: 0-9630000-0-4

Ostensibly a book on organizational development, you'll probably find this one in the business section. In 125 short pages, Parker gives us the best case study yet in how to use creative "visioning" to bring about change in organizations. The texture of the experience comes through as she describes what one European manufacturer did to harness the creativity and vision of all its employees. I can't recommend this book highly enough. If you're a creative person stuck in a toxic work environment, read this book and hope again.

T: Visioning
A: Sidney Parnes
P: D.O.K. Publishers
Y: 1988
I:

T: Source Book for Creative Problem Solving
A: Sidney Parnes, Ed..
P: Buffalo, NY. Creative Education Foundation.
Y: 1992
I:

T: The Mind's Best Work
A: D. N. Perkins
P: Harvard University PB
Y:1981
I:

From the back cover: "Perkins discusses the creative episcxies of Beethoven, Mozart, Picasso, and others in this exploration of the creative process in the arts, sciences, and everyday life." I was introduced to this book by a friend, an English teacher, who in her enthusiasm immediately began to quiz me on my thought processes and actions.

T: Zen and the Art of Motorcycle Maintenance
A: Robert M. Pirsig
P: Voyager Co., Santa Monica, CA,
Y: 1992
I:

From the front cover: "The study of the art of motorcycle maintenance is really a miniature study of the art of rationality itself. Working on a motorcycle, working well, caring, is to become part of a process, to achieve an inner peace of mind. The motorcycle is primarily a mental phenomenon."

T: The New Diary
A: Tristine Rainer
P: Jeremy P. Tarcher
Y: 1978
I:

T: Creative Growth Games/More Creative Growth Games
A: Eugene Raudsepp
P: Harvest/HBJ, 1977/1980
Y:1980
I:

T: How to Sell Your New Ideas
A: Eugene Raudsepp and Joseph C. Yeager
P: Prentice-Hall
Y:1981
I:

T: Creativity in Business
A: Michael Ray and Rochelle Myers
P: DoubleDay
Y:1986
1:0-385-24851-2

This is from the Stanford Business School class on creativity. It has a wide variety of material, including mandalas, drawing and yoga. Fun stuff.

Contents:

ESSENCE

- * 1. Business as Art (Get to know your inner resource)

PREPARATION

- * 2. If at First You don't Succeed, Surrender
- * Learn to have faith in your own creativity
- * 3. Destroy Judgment,
Create Curiosity
- * Make an all-out attack on the barriers to your creativity
- * 4. Pay Attention
- * Sense, look, and listen in business
- * 5. Ask Dumb Questions
- * Find your own wisdom

INSPIRATION AND IMPLEMENTATION

- * 6. Do Only What is Easy, Effortless and Enjoyable
- * Discover your life's purpose
- * 7. Don't Think About it
- * Destroy the problem of time and stress
- * 8. Ask Yourself if It's a Yes or No
- * Experiencing balance in your life
- * 9. Be Ordinary
- * Be your creative self all the time
- * 10. Be in the World But Not if it
- * Bring your creativity to bear within your organisation

T: The Twentieth Century : Mirrors of Mind

A: C. Roberts, J. L. Schlegel HI, R. Vandermast.

P: Hunter Textbooks, Winson-Salem, N.C.

Y: 1991

I:

T: The Creativity Question

A: Albert Rothenberg and Carl Hausman

P: Duke University Press

Y:1976

I:

Comment by James Adam in "Conceptual Blockbusting":

A wide variety of viewpoints is expressed and the book is filled with interesting and provocative writings and opinions.

T: Art Synectics

A: Nicholas Roukes

P: Massachusetts: Davis Publications

Y: 1982

I:

T: The Brain Book
A: Peter Russell
P: Dutton
Y: 1979
I:

T: Computer-Aided Creativity: a Guide For Engineers...
A: Ben-Zion Sandler
P: Van Nostrand Reinhold, Publishers, NY
Y: 1994
I:

T: Brain Power ('Brain Building' in USA and Canada)
A: Marilyn vos Savant & Leonore Fleischer
P: Piatkus (London)
Y: 1992
I:

T: The Creative Attitude
A: Roger Schank with Peter Childers
P: MacMillan
Y: 1988
I: 0-02-607170-3

Powerful book on the reasons why we block our creativity. Very easy read with dozens of examples. The sub-title is 'Learning to ask and answer the right questions'

T: Distant Secrets
A: Ronald Schiller
P:
Y:
I: 1-55972-004-2

T: Reconnecting With Nature
A: F. Richard Schneider, Ph.D.
P: Project Nature Connect
Y: 1995
I:

Information supplied by Michael J. Cohen (nature@pacificrim.net) on 29 November 1995 on behalf of F. Richard Schneider Organization: Project NatureConnect/Univ. of Global Education

A summary of RECONNECTING WITH NATURE: A Restoration of the Missing Link in Western Thinking by Michael J. Cohen, Ed.D. Soft cover, comb bound, 210 76 x 8 1/26 pages. \$19.50 plus postage. Published and distributed by Project NatureConnect POB 1605, Friday Harbor WA 98250 (360) 378-6313 Email nature@pacificrim.net Internet <http://www.pacificrim.net/~nature/>

The inquisitive mind can be a wonderful force for good. Recently, upon completing Michael J. Cohen's (MJC) new book *Reconnecting With Nature*, Dr. Daniel Levine, (DL), Superintendent of Schools of the Lopez Island School District in Washington State, phoned Dr. Cohen and, for use by his faculty, he transcribed the author's responses to questions about the book.

DL: In *Reconnecting With Nature* you say that for 35 years you have been an innovative outdoor educator and counselor. What do you see as the present state of our relationship to Planet Earth and each other?

MJC: A majority of the world is discouraged by the costly violence, discontent and hatred growing in industrial society. The destruction of our forests, wildlife and oceans distresses most people. Each of us would like to help heal the wounds we inflict on our planet, economics and selves. Our discontent constitutes a major motivating force for recovery if we empower and support it wisely.

DL: What is the human potential for a model society?

MJC: In my work I observe that people have the innate ability to co-create with nature and sustain responsible relationships. We can produce a way of relating that organizes, preserves and regenerates itself to produce an optimum of life, diversity and beauty. We can do this without producing garbage or pollution. No person or thing need be left out or toxified. Society does not have to produce war, insanity or excessive violence. Doesn't that model sound worthwhile?

DL: Of course, but it's extremely idealistic. We would need to gain some magical wisdom.

MJC: It's neither idealistic nor magical. That wisdom is available. In fact we already have it, we just don't use it.

DL: Oh? Where is it ?

MJC: The natural world itself operates like this model. It neither creates nor suffers our problems. The global life community has sustained the model's integrity over the millennia. It has intelligent, thoughtful, "magical" healing powers. It is nature, and since we are part of nature, it is us.

DL: But if that were true, we would not be having our problems.

MJC: We are born as natural beings. We are born in and with that wisdom. It is in our soul. But we educate ourselves to discount it rather than treasure, culture and apply it.

DL: Why don't we use it?

MJC: Although we are part of nature, just as every species is different from each other, we are different, too. The major difference between humanity and nature is that people have the

natural capacity to communicate and relate verbally. We interact through spoken and written language. The remainder of Nature achieves its beauty and perfection through non-language communication and relationships.

DL: Isn't our language capacity a gift from nature?

MJC: Absolutely, but industrial society uses that gift to create stories that separate us from nature. We teach ourselves to think in language while every other species, and many other cultures, think in non-language ways. We don't learn to think the way nature works, even though we are born with that capacity. Our personal and global problems result because our language stories define our destiny and they are disconnected from nature's wisdom.

DL: Can you give me an example of this phenomenon?

MJC: We live, teach and emotionally attach to a story that says to survive we must separate from and conquer nature. That story educates us to spend, on average, over 95% of our time indoors. We learn to think in indoor, nature disconnected terms. We learn to spend less than one day per lifetime in conscious non-language contact with nature. That's like expecting an infant to grow normally after it has been abandoned by its family. It is similar to an arm that is 95% torn from a body; the arm feels pain that it can't identify because it is so disconnected from the cognizant mind in the torso.

DL: But isn't that the human condition?

MJC: No, it is learned. Natural beings, including nature-connected people stay connected with nature. They continuously make tangible non-verbal contact with natural areas. They incorporate nature's wisdom and integrity in their daily lives and they neither produce nor suffer our personal, social and environmental problems.

DL: This makes sense idealistically, but we are not going to return to gathering and hunting in nature, so it seems impractical.

MJC: I didn't say we should do that, did I? You see, our indoor story and thinking tends to conclude that we must live like the first nation people. I suggest, and my reconnecting with nature process demonstrates, that we can learn to reconnect with nature and incorporate nature's wisdom in our thinking. The benefits are dramatic. What is idealistic about that?

DL: So you suggest that we learn to hunt, gather and incorporate knowledge of how nature works?

MJC: Exactly. Some people already know this is possible because they sense nature's peace and healing when they visit natural areas. However, often the nature-disconnected bias of our stories won't let us validate what we experience in nature.

DL: Can you give me an example of the significance of our detachment?

MJC: Consider this event concerning the ingrained ways of a deeply rooted, theoretically unchangeable group of hard core killers. In the West Virginia mountains, an isolated, dedicated hunting club found a month old male fawn whose mother had been killed by a car. For a week, these middle aged men, each with decades of devoted deer killing expertise, decided to feed the fawn formula from a bottle, which it suckled with half shut eyes of ecstasy. In return the fawn licked their hands, sucked their earlobes and sang them little whining sounds of delight from deep within. When the hunt broke up, these men dispersed leaving the fawn eating grass and craving its bottle. They made vague promises to return to this remote place. They said they would, as time permitted, trek the mountain and feed the fawn. A few weeks later, one of the hunters phoned the others to see if anybody knew if the fawn has been fed or had survived. He discovered that without each other knowing it, five of the hunters often visited the fawn and fed it, so it was actually getting fat. Although the fawn might be shot by someone who did not know who the deer was, it lifted his heart to think that the fawn had a chance at life because some hardened deer hunters had gone out of their way to give it to him. Significantly, he knew for sure that none of his hunt club members would shoot it.

DL: What do you think made this happen?

MJC: Obviously, neither a teacher, preacher or politician was present to educate the hunters about the value of the fawn's life and supporting it. Although it said not a word, the fawn, nature itself, was that educator. Non-verbal sensory factors within the integrity of its life touched these same factors in the lives of the hunters. The connection sparked into their consciousness their inherent natural feelings of love in the form of nurturing, empathy, community, friendship, power, humility, reasoning, place, time and a score of others. Reconnecting moments with nature engaged and nourished a battery of their natural senses. These inborn senses led a group of deer hunters to support rather than deny the life of a deer, and to bring new joy to their personal and collective lives.

DL: But relatively few people live in a natural setting that would offer them this profound experience.

MJC: We have other contacts with nature that do the same thing. For example, I recently participated in a hurried, almost stressful training schedule for people whose differences kept them arguing amongst themselves. They had little interest or time to hear an explanation from me of the unifying and healing benefits of the reconnecting with nature process. In the midst of this hubbub, a young bird flew into the meeting room through the door. It could not find its way out. Without a word, the behind-schedule meeting screeched to a halt. Deep natural feelings for life and hope filled each person for the moment. For ten minutes that frightened,

desperate little bird catalyzed those seventy people to harmoniously, supportively organize and unify with each other to safely help it find its way back home. Yet when they accomplished this feat, they cheered their role, not the role of the bird. In their story of the incident, the role and impact of the bird went unnoticed. They returned to the hubbub of the meeting, as if nothing special had happened.

DL: Did you point out to them the impact of the bird, of nature, upon them?

MJC: I wanted to say something about the powerful effect of the bird but I didn't. People would have scoffed. They would have said what you said, that what happened was not important or useful for it was uncommon to have a wild bird interrupt their lives.

DL: I think I'd agree with them.

MJC: Would you agree that reconnecting with nature during that incident brought a special joy and integrity to their lives, as with the deer hunters? The individual and collective benefits were evident. It is the continual lack of such contact that creates our disorders. People feel distraught, yet helpless, about Earth's life and their lives being at risk, like the fawn and bird.

DL: Yes, but isn't this a vicious circle? We are radically separated from nature and lose its benefits, so how can we possibly use nature to gain them?

MJC: That is the heart of the matter. My work addresses it. It takes place in tangible contact with nature, in backyards, parks, even with potted plants, and wilderness, too. In any natural setting my books and courses help people learn to do, own and teach simple nature-reconnecting activities. The activities are fun and interesting. They provide, at will, the nature-reconnected moments missing from our lives. The process is an uplifting and responsible ecopsychology. It nurtures many natural senses. It produces the same profound effects catalyzed by the fawn and bird.

DL: You mean, by choice, any individual can reconnect with nature?

MJC: Project NatureConnect has published methods and materials that make this possible. We even teach people how to do this and share their experiences internationally by E-mail on the Internet at <http://www.pacificrim.net/~nature/>

DL: So the activities are easily available. How do they work?

MJC: As the fawn and bird incidents show, our mentality consists of many non-verbal senses and feelings. Each of these senses are by and from nature and they make up over 85% of our human mentality, of how we learn, know and relate. The activities enable us to tangibly connect with natural areas in at least 53 natural sensory ways. Just as importantly, they also teach us how to speak and reason from these nature-connected moments. The process incorporates nature's

cooperative wisdom in our thinking. It profoundly alters the destructive stories that we are taught to believe.

DL: I learned we only have five senses; what do the others do?

MJC: I'll use thirst as an example, it's not one of the five:

To sensibly remind us to drink water when we need it, nature intelligently created the sensation we call thirst. Thirst feelingly makes sense, It makes us aware of the dehydrated state of our being and it attracts us to water. When we drink water, we tangibly connect with part of nature. It flows through us and we feel enjoyably unstressed rewarded, quenched, fulfilled, satisfied. Similarly, thoughtfully connecting with nature through each of our 52 other natural senses produces the same results. Each connection unstresses us and enjoyably fulfills us sensibly. In congress, these many senses blend. They promote and sustain our inner nature's integrity just as they sustain the integrity and vitality of wild populations, for example: wolf communities or ant colonies. We learn to resonate and self-regulate with the global life community. We deeply feel part of something immensely important, part of life in nature and each other.

DL: What results have you observed from the reconnecting activities?

MJC: I've seen detachment from destructive stories and attachment to thoughtful fulfillments. The activities responsibly dissolve stress and discontent. They defuel and decrease stress related medical and emotional symptoms as well as apathy. Wellness, self-esteem and mental health increase. Greed wanes, for we don't continually want. That's why the activities are used in counseling, recovery, environmental and educational settings. The result is that we learn to feel good by relating to the whole

community, to natural places and things as well as people. Participants feel healthy when they do the activities.

DL: How can nature-reconnecting activities create responsible change?

MJC: We love sanity, peace and responsible relationships because they feel good and they make sense. When something we love is endangered, we act. It is the right and natural thing to do. The activities make us conscious of how sanity and peace are available to us in nature. Doing them reinforces our love for being responsible, and for natural areas too.

DL: What is their practical contribution?

MJC: Consider this: at least 600 million people internationally can learn to do and teach these activities. Think about it. What would our world be like if 600 million people daily enjoyed and shared nature reconnecting experiences that triggered effects similar to those from

contact with the fawn and bird? How wonderful! These activities induce acts and internal responses that establish personal, environmental and global sanity. Therein lies hope.

DL: How can people get in touch with you?

MJC: Call me at (360) 378-6413 or write POB 1605, Friday Harbor WA 98250 Email mjcohen@aol.com Internet <http://www.pacificrim.net/~nature/>

* * * * *

F. Richard Schneider is a former Director of Social Work in Alaska and presently the Chancellor of the University of Global Education, a United Nations Non-Governmental Organization.

T: The Fifth Discipline
A: Peter M. Senge
P: Currency Books
Y: 1990
I:

T: Uncommon Genius
A: Denise Shekerjian
P: Viking
Y:
I:

I wouldn't buy this book, but I would borrow it. Shekerjian interviewed 40 winners of the MacArthur Award. She did the interviews, you have to do all the thinking. The New York Times Book review said it was a nice start, too bad she didn't do in the book what she said she was attempting; to discover how great ideas are born.

T: Design Your Future - Live Your Vision in the Ever-Changing Learning Society
A: Paul Siegel
P: Learning Society Publications
Y: 1995
I: 0-9623769-6-5

*****A SOARING book
*****by a SOARING author
*****to guide you in a SOARING life
*****in pursuit of a SOARING vision

Each person has a vision of what he or she wants to be. But this vision is often diminished, distorted, degraded, or destroyed by the confusion, disorientation, and anxiety caused by radical transformations in society. DESIGN YOUR FUTURE clears the view by showing the reader how to paint a grand vision and live it creatively by being a lifetime learner.

An excerpt

"Socrates showed the way to learning. Socrates did not teach or train. He did not impart information. Socrates indulged in a dialogue with another person so that both he and his partner could build their knowledge together. They both learned. Dialogue is controlled by the individual. The big difference between teaching and training on one hand and learning on the other is this: Teaching and training are done by other people. Learning is done by you.

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T: Lateral Thinking Puzzlers

A: Paul Sloane

P:

Y:

I: 0806982276

Other books by Paul Sloane include:-

**Challenging Lateral Thinking Puzzles by Paul Sloane and Des MacHale
0806986719**

Great Lateral Thinking Puzzles by PS & DM 0806905530

Test Your Lateral Thinking IQ by PS 0806986719

Improve Your Lateral Thinking by PS & DM 0806913746

All are published by Sterling Publishing of New York and are distributed in Australia by Capricorn Link.

They are all essentially puzzle books. The exception is Test Your Lateral Thinking which sets out to teach the key elements of lateral thinking using examples from History, Sport, Warfare, Science etc. It uses puzzles to test and give a measure of attainment in the various lateral thinking skills.

My first book, Lateral Thinking Puzzlers, was published in 1992 and contains most of the lateral thinking puzzle classics. The others contain new and original lateral thinking puzzles (about 100 in each book).

T: The Nature of Creativity
A: Robert J. Sternberg, Editor
P: Cambridge University Press
Y: 1988
I:

1988 IMHO one of the best collections of recent writing on the topic. Varied and comprehensive in its scope. I have also been very impressed with Sternberg's research in the area (studies conducted with exceptional children— but that's another book); very creative and thoughtful studies.

T: Solitude: A Return To The Self
A: Anthony Storr
P: New York: Free Press
Y: 1988
I: 0-02-931620-0

A good book with a misleading title. It's really an exploration of creativity and imagination with special attention to the importance of reflection and solitude in creating space for them. All my fellow introverts out there will love this book!

T: The Holographic Universe
A: Michael Talbot
P: HarperCollins
Y: 1991
I:

T: Created in Japan
A: Sheridan M. Tatsuno
P: Harper Business
Y:
I: 0-88730-492-3

Created in Japan explains many of the deliberate actions the Japanese government and industry are taking while they begin to focus on the development of the creativeness of the Japanese people. First quality. Now Creativity.

T: What a Great Idea! Key Steps Creative People Take
A: Charles "Chic" Thompson
P: Harper Perennial
Y: 1992
I:

T: Yes, But: The Top 40 Killer Phrases
A: Charles "Chic" Thompson
P: HarperBusiness
Y: 1993
I:

T: Envisioning Information
A: Edward R. Tufte
P: Cheshire, Connecticut, Graphics PB
Y:
I:

T: Openness Mind
A: Tarthang Tulku
P: Berkeley: Dharma Press
Y: 1990
I: 0-913546-56-9

Insights from the Tibetan vajrayana tradition in straightforward, jargon-free language, TT is a prolific writer, and many of his other titles are also worth exploring.

T: Think Out of the Box
A: Mike Vance & Diane Deacon
P: Career Press
Y: 1995
I: 1-56414-186-1

This is a great book!! I really enjoyed reading "Think Out of the Box" Mike Vance has vast wealth of knowledge on building a creative environment in companies. He was the Dean of Disney University and has first hand knowledge of how the Disney Company builds and fosters creative culture. Mike helped build the creative culture inside Apple in the very beginning. Mike has also met many very creative people of our century. In between each chapter there is a Profile of creative people Mike has met. About each person, he covers what these people did, a personal story about them and what best practices the person followed. All of these people have outstanding accomplishments.

Contents

- Chapter 1: How did we get boxed in?**
Profile in Creativity: Norman Brinker
- Chapter 2: Tools for opening the box**
Profile in Creativity: Thomas Edison
- Chapter 3: The nine-point formula for success**
Profile in Creativity: Louis L'Amour
- Chapter 4: He monumental transformation**
Profile in Creativity: Frank Lloyd Wright
- Chapter 5: Designing creative environments, The enriched place**
Profile in Creativity: Dr. J. Vernon Luck
- Chapter 6: MICORBS: the seven-step format to break out of the box**

Profile in Creativity: Dr. R. Buckmaster Fuller
Chapter 7: Nine fundamental questions to get out of the box
Profile in Creativity: A. C. (Mike) Markkula
Chapter 8: Ideation techniques
Profile in Creativity: Jack Walch
Chapter 9: Inspiration: the missing link
Profile in Creativity: Walt Disney

Review supplied by: Kevin J. Dunlap (kevindu@atm.com)

T: Training your creative mind
A: Arthur B. VanGundy
P: Prentice-Hall
Y: 1982
I:

T: Idea Power
A: Dr. Arthur B. VanGundy
P: Amacom div of American Management Association
Y: 1992
I:

-end

Appendix B

Mentor/Mirlyn Key Word Searches

You searched for the KEYWORD(S): creativity UM Kresge Business Library

53 entries found, entries 1-8 are:

	LOCATIONS	CALL #
1 99% inspiration : tips, tales, an	Stacks	HD53 .M38
2 Adapters and innovators : styles	Stacks	HD53 .A22
3 Assessing the work environment fo	Stacks	WP2300 1995 no.96-00
4 Climate for creativity; report.	Stacks	BF408 .N28 1966
5 The competitive power of constant	Stacks	HD53 .C32
6 Complexity and creativity in orga	Stacks	HD58.7 .S78
7 Complexity and creativity in orga	Stacks	
8 Corporate creativity : robust com	Stacks	HB615 .C82

Please type the NUMBER of the item you want to see, OR

F > Go FORWARD P > PRINT
N > NEW Search D > DISPLAY Title and Author
A > ANOTHER Search by KEYWORD(S) + > ADDITIONAL options
Choose one (1-8,F,N,A,P,D,L,J,E,+)
TWVT220 - Novell, Inc. mentor (1) Rep 20:50

You searched for the KEYWORD(S): creativity UM Kresge Business Library

53 entries found, entries 9-16 are:

	LOCATIONS	CALL #
9 Creativity and conformity, a prob	Stacks	BF 408 .F77
10 Creativity and innovation	Stacks	HD 38 .N983 1979
11 Creativity and innovation managem	Periodicals	
12 Creativity and strategy in mid-si	Stacks	HD62.7 .K96
13 Creativity and the individual : s	Stacks	Z7204.C8 S82
14 Creativity at work; the practical	Stacks	HD 38 .S588
15 The creativity challenge : manage	Stacks	HD31 .G48
16 Creativity in business	Stacks	HD53 .R26

Please type the NUMBER of the item you want to see, OR

F > Go FORWARD A > ANOTHER Search by KEYWORD(S)
B > Go BACKWARD P > PRINT
N > NEW Search + > ADDITIONAL options
Choose one (9-16,F,B,N,A,P,D,L,J,E,+)
NVT220 - Novell, Inc. mentor (1) Rep 20:50

You searched for the KEYWORD(S): creativity

53 entries found, entries 17-24 are:

	LOCATIONS	CALL #
17 The creativity infusion : how man	Stacks	HD53 .G18
18 Creativity in industrial scientif	Stacks	HF 5001 .A512mb no.1
19 Creativity in packaging; packagin	Stacks	HF 5001 .A512mb no.4
20 Creativity in services marketing	Stacks	HD9980.5 .C92
21 Creativity in the R&D laboratory	Stacks	T175 .A48
22 Creativity: key to continuing pro	Stacks	HF 5001 .A512mb no.4

23 Creativity support system for the Stacks	WP2900 1992 no.124
24 Creativity week .. Stacks	HF5004 .C92

You searched for the KEYWORD(S): creativity

53 entries found, entries 25-32 are:	LOCATIONS	CALL #
25 Culture and its consequences for Stacks	WP3100 1993 no.239	
26 Dansk Designs, Inc. [videorecordi Reserves	VIDEO 7.64	
27 Discovering creativity : proceedi Stacks	HD58.8 .I63 1992	
28 The entrepreneur : concepts and c Stacks	HB615 .S78	
29 Entrepreneurship : creativity and Stacks	HB615 .S53	
30 Entrepreneurship : creativity at Stacks	HB615 .E635 1991	
31 Entrepreneurship, creativity & or Stacks	HB615 .K16	
32 Factors affecting managers and ex Stacks	WP3215 1996 no.96-02	

You searched for the KEYWORD(S): creativity

53 entries found, entries 33-40 are:	LOCATIONS	CALL #
33 Flexible thinking : an explanatio Stacks	BF449 .J42	
34 Generating creativity and innovat Stacks	HD53 .G32	
35 Handbook of creativity Stacks	BF408 .H23	
36 Idea management : how to motivate Stacks	HD53 .C58	
37 Idea power : techniques & resourc Stacks	HD53 .V25	
38 The IdeaFisher : how to land that Stacks	HD53 .F53	
39 The ideal problem solver : a guid Stacks	BF441 .B82	
40 Improving your creativity on the Stacks	HD 38 .M85	

You searched for the KEYWORD(S): creativity

53 entries found, entries 41-48 are:	LOCATIONS	CALL #
41 Innovation and creativity at work Stacks	.8 .I58	
42 Jamming : the art and discipline Stacks	HD53 .K17	
43 Keys to the future of American bu Stacks	HD62.7 .C92 1990	
44 Managing innovation : the social Stacks	HC110.T4 M27	
45 The management of intelligence; s Stacks	HD 20.3 .G82	
46 Organizing genius : the pursuit o Stacks	HD38.2 .T51	
47 A plan for the man: a tool to unl Stacks	SB 482 .A286 1963	
48 Problem solving and creativity in Stacks	BF 441 .M22	

You searched for the KEYWORD(S): creativity

53 entries found, entries 46-53 are:	LOCATIONS	CALL #
46 Organizing genius : the pursuit o Stacks	HD38.2 .T51	
47 A plan for the man: a tool to unl Stacks	SB 482 .A286 1963	
48 Problem solving and creativity in Stacks	BF 441 .M22	
49 Quantum quality : quality improve Stacks	HD62.15 .M65	
50 Recent developments in applied cr Stacks	WP1000 1993 no.93-01	
51 Stimulating creativity Stacks	BF 408 .S82	
52 Systematic approach to advertisin Stacks	HF 5823 .B17	
53 Work, creativity, and social just Stacks	HF5548.8 .J36	

You searched for the KEYWORD(S): innovation

351 entries found, entries 1-8 are:	LOCATIONS	CALL #
1 1992 and the European Economic Co Reserves	VIDEO 7.87	
2 Accelerating innovation : improvi Stacks	TS176 .P31	
3 The acceptance of human resource Stacks	HF5549.5.C6 K86	
4 Administrative innovation : influ Stacks	HD58.8 .W85	
5 The adoption of an organizational Stacks	HD58.8 .D23	
6 Advances in the study of entrepre Stacks	HB615 .A24	

7 The advanced materials revolution Stacks	TA404.2 .L34
8 <u>Alliances for innovation and the Stacks</u>	<u>T175.5 .C44 1993</u>

You searched for the KEYWORD(S): innovation

351 entries found, entries 9-16 are:	LOCATIONS	CALL #
9 Alliances for innovation and the Stacks		T173.8 .C44
10 Alternation between work and educ Stacks		HD5257 .C38
11 Anglo-American innovation Stacks		HD45 .C62
12 Antitrust, innovation, and compet Stacks		KF1652 .A63
13 The art and science of innovation Stacks		HD45 .I59 1985
14 The attitude of trade unions towa Stacks		HD6331.2.C2 P38
15 Beyond partnership : strategies f Stacks		HD9710.3.A2 L23
16 <u>Blueprints for innovation : how c Stacks</u>		<u>HD53 .P89</u>

You searched for the KEYWORD(S): innovation

351 entries found, entries 17-24 are:	LOCATIONS	CALL #
17 Bringing innovation to market : h Stacks		HD69.M4 S55
18 Business and society review/Innov Periodicals		
19 Business failure, redefinition of Stacks		WP2300 1992 no.93-02
20 Canal or railroad? Imitation and Stacks		HE 207 .R89
21 Catalysts for change : concepts a Stacks		HD45 .R86
22 The Challenge of new technology : Stacks		EC260.T4 C44
23 Challenging the state : crisis an Stacks		JL958 .G86
24 <u>Change agents : new roles and inn Stacks</u>		<u>HD58.8 .L85</u>

You searched for the KEYWORD(S): innovation

351 entries found, entries 25-32 are:	LOCATIONS	CALL #
25 Changing money : financial innova Stacks		HG175 .C46
26 The Competitive challenge : strat Stacks		HD70.U5 C74
27 Competition in marketing. Stacks		HF 5415 .C74
28 Competition in the pharmaceutical Stacks		HD9666.5 .S78
29 Competitiveness through technolog Stacks		T185 .C74
30 Computerized manufacturing and hu Stacks		HD6331.2.U5 H47
31 The conditions for success in tec Stacks		T 173.8 .O68
32 <u>Consumer reaction to a financial Stacks</u>		<u>DISS Horne 1982</u>

You searched for the KEYWORD(S): innovation

351 entries found, entries 33-40 are:	LOCATIONS	CALL #
33 Continuous time research and deve Stacks		WP3300 1992 no.1012
34 Continuous time research and deve Stacks		WP2680 1992 no.133
35 Corporate innovation in environme Stacks		HD69.P6 C815
36 Corporate innovation : marketing Stacks		HD69.N4 F78
37 Corporate R&D strategy, innovatio Stacks		T175.5 .C82
38 Corporate strategy and product in Stacks		HD 69 .N4 C82
39 Corporate strategy and product in Stacks		HD69.N4 C82 1981
40 <u>Creating an action team in R&D. Stacks</u>		<u>HF 5549 .C92</u>

You searched for the KEYWORD(S): innovation

351 entries found, entries 41-48 are:	LOCATIONS	CALL #
41 Creating a customer-centered cult Stacks		HF5415.5 .L41
42 Creativity and innovation Stacks		HD 38 .N983 1979
43 Creativity and innovation managem Periodicals		
44 The creativity challenge : manage Stacks		HD31 .G48
45 The creative edge : fostering inn Stacks		HD53 .M65
46 The creativity infusion : how man Stacks		HD53 .G18

47 Creative product development : a Stacks
48 Crisis & renewal : meeting the ch Stacks

HF 5415.15 .A56
HD58.8 .H96

You searched for the KEYWORD(S): innovation

351 entries found, entries 49-56 are: LOCATIONS

49 Culture and its consequences for Stacks
50 Data modeling essentials : analys Stacks
51 Debt as an engine of creative inn Stacks
52 Defending market share against an Stacks
53 Deposit-taking institutions : inn Stacks
54 Design innovation and fashion cyc Stacks
55 Determinants of organizational st Stacks
56 Developing technology managers in Stacks

CALL #

WP3100 1993 no.239
QA76.9.D26 .S59
WP3500 1993 no. S-93
WP1000 1995 no.95-00
BG 185 .C2 B62
WP3300 1993 no.1049
HD38.2 .G45 1992
T30.A1 D49

You searched for the KEYWORD(S): innovation

351 entries found, entries 57-64 are: LOCATIONS

57 Discovering creativity : proceedi Stacks
58 Driving fear out of the workplace Stacks
59 Dynamic commercialization : an or Stacks
60 Dynamic timing decisions under un Stacks
61 Economic organizations as games Stacks
62 The economics of innovation : the Stacks
63 Economics of innovation and new t Periodicals
64 The Economics of innovation Stacks

CALL #

HD58.8 .I63 1992
HD58.5 .R98
HD9995.I432 M68 1991
HC55 .N57
HB144 .E22
HD 45 .P24
HD45 .E18

You searched for the KEYWORD(S): innovation

351 entries found, entries 65-72 are: LOCATIONS

65 The economics of industrial innov Stacks
66 The economics of innovation in th Stacks
67 The economics of localized techno Stacks
68 The economics of production and i Stacks
69 The Economics of strategic planni Stacks
70 Education and work : the views of Stacks
71 Effectiveness and innovation in c Stacks
72 The effect of pharmaceutical uti Stacks

CALL #

HD45 .F86 1982
HE7775 .M17
HC79.T4 A63
HC79.T4 R82 1986
HD30.22 .E22
LB1027.8 .E25
HC111 .N27B no.26
WP3200 1996 no.5418

You searched for the KEYWORD(S): innovation

351 entries found, entries 73-80 are: LOCATIONS

73 The electric-lamp industry: techn Stacks
74 Emerging patterns of innovation : Stacks
75 End-user training Stacks
76 Endogenous innovation in the theo Stacks
77 Engines of growth : domestic and Stacks
78 Engines of innovation : U.S. indu Stacks
79 Entrepreneurial firm creation pro Stacks
80 Entrepreneurship, technological i Stacks

CALL #

HD 9685 .A2 B8
HC465.T4 K76
QA76.9.E53 E56
WP3200 1993 no.4527
WP1200 1995 no.95-35
T176 .E57
HB615 .B57
HB615 .E645

You searched for the KEYWORD(S): innovation

351 entries found, entries 81-88 are: LOCATIONS

81 Environmental regulation and inno Stacks
82 Eurofutures : the challenges of i Stacks
83 Europe and the new technologies : Stacks
84 An evaluation of item profitabili Stacks
85 Extended vacations, an innovation Stacks
86 Final report Stacks

CALL #

WP3200 1996 no.5545
BN380.5.A8 E88
HC240.9.T4 E88
DISS Erwin 1968
HD5261 .B95
HC 110 .T4 A47

87	Financial engineering	a complet	Stacks	HG176.7 .M37
88	Financial innovation		Stacks	HG3881 .F48

You searched for the KEYWORD(S): innovation

351 entries found, entries 89-96 are:	LOCATIONS	CALL #	
89	Financial innovation and the mone	Stacks	HG173 .P74
90	Financial innovation and monetary	Stacks	HG230.3 .F48
91	Financial innovation and monetary	Stacks	HG540 .F48
92	Financial innovation and monetary	Stacks	HG2988 .P33
93	Financial innovation and endogeno	Stacks	WP1600 1992 no.7B-92
94	Financial innovation and risk sha	Stacks	HG176.7 .A42
95	Financial innovation and the mana	Stacks	WP2300 1994 no.95-01
96	Financial innovation and the mana	Stacks	WP3200 1995 no.5096

You searched for the KEYWORD(S): innovation

351 entries found, entries 97-104 are:	LOCATIONS	CALL #	
97	Financial innovation and investor	Stacks	WP3175 1994 no.94-33
98	Financial innovation, efficiency	Stacks	HG939.5 .S75
99	Financial innovation : [papers]	Stacks	HG 181 .C75 1975
100	Financial innovations : their imp	Stacks	HG181 .F488
101	Financing recurrent education : s	Stacks	LC5225.F56 F48
102	Financing the solar home : unders	Stacks	HD 7287.5 .B27
103	Fiscal incentives for investment	Stacks	HG5993 .F52
104	Flexible working hours : an innov	Stacks	HD5109.2.U5 R77

You searched for the KEYWORD(S): innovation

351 entries found, entries 105-112 are:	LOCATIONS	CALL #	
105	A framework for analyzing financi	Stacks	WP5875 1994 no.D-94-
106	Frederick Taylor: a study in pers	Stacks	T 55.85 .T38 K13
107	Functionsl coupling, environmenta	Stacks	DISS Engel 1978
108	Funds and portfolio management in	Stacks	HG4530 .F98
109	Generating creativity and innovat	Stacks	HD53 .G32
110	The geography of innovation	Stacks	T173.8 .F32
111	The global challenge of innovatio	Stacks	HD45 .B625
112	Globalisation, networking, and sm	Stacks	HD2341 .G56

You searched for the KEYWORD(S): innovation

351 entries found, entries 113-120 are:	LOCATIONS	CALL #	
113	The goal of innovation is to crea	Stacks	WP1000 1995 no.95-01
114	Going for growth : technological	Stacks	HD45 .P26
115	Governments & corporations in a s	Stacks	HF1411 .O685
116	The handbook of industrial innova	Stacks	HC79.T4 H23
117	How much better is bigger, faster	Stacks	WP3200 1995 no.5138
118	Human resource management in inte	Stacks	HF5549.5.E45 H93
119	Idea management : how to motivate	Stacks	HD53 .C58
120	The impact of German works counci	Stacks	WP5875 1995 no.D-95-

You searched for the KEYWORD(S): innovation

351 entries found, entries 121-128 are:	LOCATIONS	CALL #	
121	The Impact of innovation and tech	Stacks	HD45 .I34
122	The impact of labor unions on the	Stacks	HM221 .M48
123	The Impact of scientific and comm	Stacks	WP3600 1992 no.3378-
124	Implementing innovation : an anno	Reference	Z7164.C81 I34
125	The implications for host-country	Stacks	WP5600 1995 no.207
126	Improvement of the intraorganizat	Stacks	WP5300 1973 no.75

127	Improving venture capital opportu	Stacks	HG5430.5.A3 I34
128	The inducing power of Japanese te	Stacks	T173.8 .W32

You searched for the KEYWORD(S): innovation

351 entries found, entries 129-136 are:	LOCATIONS	CALL #	
129	Industrial innovation and interna	Stacks	HF1007 .W18
130	Industry views of the role of the	Stacks	HD3616.U62 K68
131	Innovation	Stacks	HD45 .I57 1991
132	Innovation and competition : the	Stacks	HD9579.C33 U6 S86
133	Innovation : a cross-disciplinary	Stacks	T173.8 .I58
134	Innovation and change in voc-tech	Stacks	LC1045 .L97
135	Innovation and creativity at work	Stacks	HD58.8 .I58
136	Innovation and change in organiza	Stacks	HD58.8 .K53

You searched for the KEYWORD(S): innovation

351 entries found, entries 137-144 are:	LOCATIONS	CALL #	
137	Innovation and entrepreneurship i	Stacks	HD41 .I58
138	Innovation and entrepreneurship :	Stacks	HD2346.U5 D78
139	Innovationen auf Finanzmarkten	Stacks	HG4523 .I58
140	Innovation and growth : Schumpete	Stacks	HC79.T4 S32
141	Innovation and growth in the glob	Stacks	HC79.T4 G88
142	Innovation and industry evolution	Stacks	HD62.5 .A92
143	Innovation and market structure :	Stacks	HD9696.C62 D68
144	Innovation and management : inter	Stacks	HD45 .I57

You searched for the KEYWORD(S): innovation

351 entries found, entries 145-152 are:	LOCATIONS	CALL #	
145	Innovation and management control	Stacks	HD8039.A82 G7 W73
146	Innovation and small firms	Stacks	HD2346.U5 A18
147	Innovation and the auto industry	Stacks	HD9710.G72 W57
148	Innovation and the productivity c	Stacks	HC79.I52 B16
149	Innovation and technology in the	Stacks	HG3881 .I57
150	Innovation and technological chan	Stacks	HC79.T4 I57
151	Innovation and the small and medi	Stacks	HD2341 .R85
152	Innovation and technology transfe	Stacks	K1528.A58 L92

You searched for the KEYWORD(S): innovation

351 entries found, entries 153-160 are:	LOCATIONS	CALL #	
153	The innovation decision in Soviet	Stacks	HC 336.24 .B52
154	Innovation diffusion models of ne	Stacks	HF5415.153 .I58
155	The innovation ethic	Stacks	HD 45 .M95
156	The innovation edge : creating st	Stacks	HF5415.5 .B25
157	Innovation for global health [vid	Reserves	Career Video 3027
158	Innovation games with increasing	Stacks	WP4930 1994 no.94-01
159	Innovation, imitation, and intell	Stacks	WP3200 1992 no.4081
160	Innovation in big business	Stacks	HD 45 .S81

You searched for the KEYWORD(S): innovation

351 entries found, entries 161-168 are:	LOCATIONS	CALL #	
161	Innovation in education; new dire	Stacks	LB 1027 .C73
162	Innovation in electronic mail : t	Stacks	HE6239.E54 V57
163	Innovation in environmental polic	Stacks	HC110.E5 I58
164	Innovation in East Asia : the cha	Stacks	HC460.5.29 T4 H67
165	Innovation in marketing, new pers	Stacks	HF 5415 .L67
166	Innovation in the pharmaceutical	Stacks	HD 9666.4 .S42

167	Innovation in the global economy	Stacks	WP5600 1995 no.197
168	Innovation Japanese style : a cul	Stacks	HC465.T4 H53

You searched for the KEYWORD(S): innovation

351 entries found, entries 169-176 are:	LOCATIONS	CALL #	
169	Innovation : leadership strategie	Stacks	HD53 .K95
170	The innovation millionaires : how	Stacks	HF 5386 .B98
171	Innovation, managing the developm	Stacks	HD69.W4 R82
172	Innovation policies : an internat	Stacks	HC79.T4 I58
173	Innovation performance, learning,	Stacks	HC79.T4 T35
174	Innovation strategy	Stacks	HD45 .W52
175	Innovation : the attacker's advan	Stacks	HD45 .F76
176	Innovation : the management conne	Stacks	HD 45 .B97

You searched for the KEYWORD(S): innovation

351 entries found, entries 177-184 are:	LOCATIONS	CALL #	
177	Innovation through markets hierar	Stacks	HD9999.B442 P67 1989
178	Inside corporate innovation : str	Stacks	HD45 .B95
179	Institutions and markets in the d	Stacks	HF5415.13 .076 1989
180	An integrative approach to managi	Stacks	T173.8 .K15
181	International business and techno	Stacks	HC79.T4 R76
182	Interest rate futures : an innova	Stacks	EG3879 .B62 no. 12
183	Introduction to innovation and te	Stacks	T174.3 .C77
184	Is Ford 2000 the right strategy f	Stacks	WP5300 1996 no.9602-

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351 entries found, entries 185-192 are:	LOCATIONS	CALL #	
185	Japanese electronics technology,	Stacks	HD9696.A3 J3 G82 198
186	Japanese innovation strategy : te	Stacks	HD70.J3 B82
187	Japan's managerial system; tradit	Stacks	HD 70 .J3 Y65
188	Joint venture strategies and corp	Stacks	HD45 .B48
189	The Journal of product innovation	Periodicals	
190	Keys to the future of American bu	Stacks	HD62.7 .C92 1990
191	The knowledge-creating company :	Stacks	HD30.3 .N79
192	The Learning imperative : managin	Stacks	HF5549.2.U5 L43

You searched for the KEYWORD(S): innovation

351 entries found, entries 193-200 are:	LOCATIONS	CALL #	
193	The Liability maze : the impact o	Stacks	KF1251 .L68
194	Lightning strategies for innovati	Stacks	HF5415.153 .Z28
195	Making the future work : unleashi	Stacks	HD70.U5 D57
196	Managing chaos and complexity in	Stacks	JF1525.C74 K47
197	Managing for innovation : leading	Stacks	HD62.37 .B93
198	Managing innovation	Stacks	HD 45 .G29
199	Managing innovation	Stacks	HD45 .M27
200	Managing innovation : a study of	Stacks	HD45 .W62

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351 entries found, entries 201-208 are:	LOCATIONS	CALL #	
201	Managing innovation and entrepren	Stacks	HD45 .M38 1994
202	Managing innovation for growth an	Stacks	HD 38 .M65
203	Managing innovation : from the ex	Stacks	HD45 .R98
204	Managing innovation : the social	Stacks	HC110.T4 M27
205	Managing new products : the power	Stacks	HF5415.153 .K95 1992
206	Management of advanced manufactur	Stacks	TS155 .G38

207	Managing organisational innovatio	Stacks	HG 8075 .018
208	The management of innovation in b	Stacks	HD2346.U5 014

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351 entries found, entries 209-216 are:	LOCATIONS	CALL #
209	The management of innovation Stacks	HD31 .B96
210	Management of technology and inno	Stacks HD45 .R23
211	Managing risks and costs through	Stacks HD61 .M27
212	Managing technology : competing t	Stacks HD45 .B56
213	Managing technological developmen	Stacks HD45 .M275
214	Managing technological innovation	Stacks HD45 .D26
215	Managing technological innovation	Stacks HD45 .M38
216	Managing technological innovation	Stacks T 175.5 .T97

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351 entries found, entries 217-224 are:	LOCATIONS	CALL #
217	Managing take-off in fast growth	Stacks HD31 .M277
218	Market structure and innovation	Stacks HC79.T4 K15
219	Market segmentation; the basis fo	Stacks
220	Market segmentation; the basis fo	Stacks HF5001 .A512mb no.10
221	Mastering the dynamics of innovat	Stacks HD58.8 .U93
222	Mobilizing capital : program inno	Stacks HC110.S3 M68
223	Money and macro policy	Stacks HG221 .M74
224	Multinational product strategy :	Stacks HD 69 .J7 L62

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351 entries found, entries 225-232 are:	LOCATIONS	CALL #
225	National innovation systems : a c	Stacks T173.8 .N27
226	Need assessment : a key to user-o	Stacks HF5415.153 .H76
227	Negotiating competitiveness : emp	Stacks HD8451 .W54
228	New firms in the biotechnology in	Stacks HD9999.B443 G7 M53
229	New technology as organizational	Stacks HD45 .M53
230	New technologies and the firm : i	Stacks HD45 .M526
231	The New work systems network : a	Stacks, Referen HD6971 .M55
232	Notes on modularity in design and	Stacks WP2300 1995 no.95-07

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351 entries found, entries 233-240 are:	LOCATIONS	CALL #
233	Obstacles a l'innovation dans les	Stacks HC240.9.T4 P583
234	Organization and innovation	Stacks HD31 .A696
235	Organizational change and innovat	Stacks HD58.8 .065
236	Organizational innovation for eff	Stacks HF5415.153 .068
237	Organization of innovation : east	Stacks HD45 .068
238	Organization transitions and inno	Stacks HD58.8 .C62
239	Parallel learning structures : in	Stacks HD58.8 .B98
240	Partnership between small and lar	Stacks HD38 .P283

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351 entries found, entries 241-248 are:	LOCATIONS	CALL #
241	Patterns of technological innovat	Stacks T173.8 .S13
242	Payment process costs, innovation	Stacks WP3500 1995 no.S95-2
243	Perpetual innovation : the new wo	Stacks HC110.T4 K18
244	Petroleum progress and profits; a	Stacks TP 690.4 .E59
245	Picking up the pace : the commerc	Stacks T173.8 .P58
246	Planning for innovation through d	Stacks T174.3 .E37

247 Planned innovation; a dynamic app Stacks
248 Planned innovation : a dynamic ap Stacks

HD 69 .N4 B127
HD69.N4 B127 1981

You searched for the KEYWORD(S): innovation

351 entries found, entries 249-256 are: LOCATIONS

249 Policies for the stimulation of i Stacks
250 The power of financial innovation Stacks
251 Procedural fairness : a key to in Stacks
252 Process innovation : reengineerin Stacks
253 The Process of technological inno Stacks
254 The processes of technological in Stacks
255 The productivity dilemma : roadbl Stacks
256 Product innovation and start-up b Stacks

CALL #
HC 79 .T4 067 1978
HG4027.5 .G28
WP2600 1995 no.95/77
HC79.I55 D25
T175 .P96
T173.8 .T68
HD 9710 .U52 A52
WP6040 1988 NS88-04

You searched for the KEYWORD(S): innovation

351 entries found, entries 257-264 are: LOCATIONS

257 Product innovation and the busine Stacks
258 Product innovation in food proces Stacks
259 Product innovation in selected in Stacks
260 Product innovation : idea to expl Stacks
261 Product innovation management : a Stacks
262 Product innovation strategy pure Stacks
263 Product liability and innovation Stacks
264 Professional orientation and inno Stacks

CALL #
WP1200 1995 no.95-46
HD 9005 .B98
HF 5001 .H72 ser.3 v
HF5415.153 .B78
HD69.N4 H75 1988
HF5415.153 .R64
T173.8 .P96
HD31 .D765

You searched for the KEYWORD(S): innovation

351 entries found, entries 265-272 are: LOCATIONS

265 Profiting from innovation : the r Stacks
266 Protocol : new tool for the produ Stacks
267 The pursuit of innovation : manag Stacks
268 Quality, productivity, and innova Stacks
269 Quantum quality : quality improve Stacks
270 R and D networks and innovation : Stacks
271 R & D, innovation and industrial Stacks
272 The R&D workers : managing innova Stacks

CALL #
HD45 .P97
WP5300 1982 no.299
HD45 .F85
HD58.9 .Q14
HD62.15 .M65
WP5600 1995 no.204
HD45 .N45
T175.5 .R12

You searched for the KEYWORD(S): innovation

351 entries found, entries 273-280 are: LOCATIONS

273 Readings in the management of inn Stacks
274 Readings in the management of inn Stacks
275 Recollecting the future : a view Stacks
276 Regional innovation and decentral Stacks
277 Regulation and innovation Stacks
278 Regulation of pharmaceutical inno Stacks
279 Research and innovation : develop Stacks
280 Research, development, and techno Stacks

CALL #
HD45 .R28 1988
HD45 .R28
HB3730 .S85
HC79.H53 R34
K46 .L42 v.43 no.
KF 3885 .Z9 P39
HC110.T4 R43
HD 45 .B87

You searched for the KEYWORD(S): innovation

351 entries found, entries 281-288 are: LOCATIONS

281 Research on technological innovat Stacks
282 Rhetoric, innovation, technology Stacks
283 Risk and technological innovation Stacks
284 Risk & innovation : the role and Stacks
285 Schemes of practical utility : en Stacks
286 The Schools and the challenge of Stacks

CALL #
T173.8 .R43
T10.5 .D65
HC 110 .T4 S88
HC110.H53 R58
WP3180 1992 no.42
LB 1027 .S36

287	Science and innovation : the US p	Stacks	HD9666.5 .G19
288	Science and innovation as strateg	Stacks	T173.8 .S42

You searched for the KEYWORD(S): innovation

351 entries found, entries 289-296 are:	LOCATIONS	CALL #	
289	Seeing differently : improving th	Stacks	HF5411 .S45
290	Selecting product development pro	Stacks	WP3000 1992 no.1020
291	Some cultural and social bases of	Stacks	WP5300 1987 no.493
292	Source book for creative problem-	Stacks	ED30.29 .S72
293	The sources of innovation	Stacks	HC79.T4 H67
294	Soviet industry from Stalin to Go	Stacks	HD70.S63 B52
295	Starting a high-tech company : an	Stacks	HB615 .S88
296	"Stayin' alive" : surviving techn	Stacks	HF5415.155 .B22

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351 entries found, entries 297-304 are:	LOCATIONS	CALL #	
297	STI review. special issue	Stacks	HD6331 .S85
298	Strategies and tactics of product	Stacks	HD 69 .N4 S88
299	Strategies for profiting from an	Stacks	WP5300 1996 no.9602-
300	Strategic investments in innovati	Stacks	HD9696.T443 U5 D74
301	Studies in accounting history : t	Stacks	HF5611 .S93
302	A study of the impact of the soci	Stacks	HD58.8 .B22
303	Substitution and complementarity	Stacks	WP3200 1993 no.4256
304	Successful IS innovation : the co	Stacks	WP1000 1996 no.96-00

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351 entries found, entries 305-312 are:	LOCATIONS	CALL #	
305	Suche und Auswahl neuer Produkte.	Stacks	HD 69 .N4 H163
306	Suibo to han'ei.	Stacks	HC465.T4 M233
307	Supply models; an empirical study	Stacks	HD 45 .B82
308	Synergy: technical integration an	Stacks	TK 6023 .B67
309	T-Group theory and laboratory met	Stacks	HM251 .T36
310	Teams, markets and systems : busi	Stacks	HD31 .C57
311	Technology and employment : innov	Stacks	HD6331.2.U5 T25
312	Technology and innovation in the	Stacks	T173.8 .T28

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351 entries found, entries 313-320 are:	LOCATIONS	CALL #	
313	Technological and market innovati	Stacks	HD30.28 .N99
314	Technology and national competiti	Stacks	HD45 .T28
315	Technological competition and int	Stacks	T21 .T25
316	Technological change and employme	Stacks	HD6331.2.G28 T253 19
317	Technological collaboration in in	Stacks	T173.8 .D64
318	Technological collaboration : the	Stacks	HC79.T4 T272
319	Techniques for managing technolog	Stacks	T175.5 .W16
320	Technological innovation and indu	Stacks	HD6331.2.J3 T25

You searched for the KEYWORD(S): innovation

351 entries found, entries 321-328 are:	LOCATIONS	CALL #	
321	Technological innovation and mult	Stacks	HC79.T4 C23
322	Technological innovation : a crit	Stacks	T173.8 .T25
323	Technological innovation and Thir	Stacks	T173.8 .T64
324	The Technological innovation cont	Stacks	WP5300 1980 no.210
325	Technological innovation: governm	Stacks	T 173.8 .T26
326	Technological innovation: its env	Stacks	HC 110 .T4 A56

327	Technological innovation in the ' Stacks	T173.8 .T27
328	Technological innovation in elect Stacks	TK 23 .S64

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351 entries found, entries 329-336 are:	LOCATIONS	CALL #
329	Technological innovation, multina Stacks	HC79.T4 T275
330	Technological innovation, regulat Stacks	HG1778.U5 T25
331	Technological innovation : the R Stacks	TK7871.85 .A12 1982
332	Technology, management, and marke Stacks	T175 .G76
333	Technology-mediated communication Stacks	T14.5 .T25
334	Technology transfer, innovation, Stacks	HC110.T4 L23
335	Technology venturing : American i Stacks	HC110.T4 T26
336	Threats to international financia Stacks	HG3881 .T53

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351 entries found, entries 337-344 are:	LOCATIONS	CALL #
337	Tort law and the public interest Stacks	KF1250 .T68
338	Unions, management, and quality : Stacks	HD8072.5 .U56
339	Unions, unemployment and innovati Stacks	HD6664 .B33
340	Vending machines: introduction an Stacks	HF 5483 .N34
341	Venturing abroad : innovation by Stacks	HD2785 .S38
342	Venture capital markets for the r Stacks	HG5430.5.A5 V47
343	Waves of creative destruction : c Stacks	WP3200 1994 no.4782
344	Wealth from knowledge: a study of Stacks	T 173.5 .G7 W36

You searched for the KEYWORD(S): innovation

351 entries found, entries 344-351 are:	LOCATIONS	CALL #
344	Wealth from knowledge; a study of Stacks	T 173.5 .G7 W36
345	Wellsprings of knowledge : buildi Stacks	HD30.2 .L57
346	What is the optimum amount of org Stacks	WP2300 1994 no.95-02
347	Who owns innovation? : the rights Stacks	KF2979 .S73
348	Winning the innovation game Stacks	HD53 .W77
349	Women and technology Stacks	T36 .W87
350	Worker training : competing in th Stacks	HF5549.5.T7 W92
351	The world's pharmaceutical indust Stacks	HD9665.5 .B18

You searched for the KEYWORD(S): innovation

351 entries found, entries 344-351 are:	LOCATIONS	CALL #
344	Wealth from knowledge; a study of Stacks	T 173.5 .G7 W36
345	Wellsprings of knowledge : buildi Stacks	HD30.2 .L57
346	What is the optimum amount of org Stacks	WP2300 1994 no.95-02
347	Who owns innovation? : the rights Stacks	KF2979 .S73
348	Winning the innovation game Stacks	HD53 .W77
349	Women and technology Stacks	T36 .W87
350	Worker training : competing in th Stacks	HF5549.5.T7 W92
351	The world's pharmaceutical indust Stacks	HD9665.5 .B18

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344	Wealth from knowledge; a study of Stacks	T 173.5 .G7 W36
345	Wellsprings of knowledge : buildi Stacks	HD30.2 .L57
346	What is the optimum amount of org Stacks	WP2300 1994 no.95-02
347	Who owns innovation? : the rights Stacks	KF2979 .S73
348	Winning the innovation game Stacks	HD53 .W77
349	Women and technology Stacks	T36 .W87

350	Worker training : competing in th Stacks	HF5549.5.T7 W92
351	<u>The world's pharmaceutical indust Stacks</u>	<u>HD9665.5 .B18</u>

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345	Wellsprings of knowledge : buildi Stacks	HD30.2 .L57
346	What is the optimum amount of org Stacks	WP2300 1994 no.95-02
347	Who owns innovation? : the rights Stacks	KF2979 .S73
348	Winning the innovation game Stacks	HD53 .W77
349	Women and technology Stacks	T36 .W87
350	Worker training : competing in th Stacks	HF5549.5.T7 W92
351	<u>The world's pharmaceutical indust Stacks</u>	<u>HD9665.5 .B18</u>

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345	Wellsprings of knowledge : buildi Stacks	HD30.2 .L57
346	What is the optimum amount of org Stacks	WP2300 1994 no.95-02
347	Who owns innovation? : the rights Stacks	KF2979 .S73
348	Winning the innovation game Stacks	HD53 .W77
349	Women and technology Stacks	T36 .W87
350	Worker training : competing in th Stacks	HF5549.5.T7 W92
351	<u>The world's pharmaceutical indust Stacks</u>	<u>HD9665.5 .B18</u>

DATE	TITLE:	AUTHOR:	
1 1996	The artist & the emotional world : creativ	Gedo, John E	UL
2 1996	Buddhism and the emerging world civilizati		UL
3 1996	Cervantes's Novelas ejemplares : between h	Ricapito, Joseph V	UL
4 1996	Cognition, creativity and behavior : selec	Epstein, Robert	UL
5 1996	Creativity : flow and the psychology of di	Csikszentmihalyi,	UL
6 1996	Creativity in context	Amabile, Teresa M	UL
7 1996	Remarkable women : perspectives on female	Arnold, Karen D	UL
8 1996	Technology and creativity	Dasgupta, Subrata	UL
9 1996	A theory of conceptual intelligence : thin	Li, Rex	UL
10 1996	Top of the class : guiding children along	Bronzaft, Arline L	UL
11 1995	Alternative sciences : creativity and auth	Mandy, Ashis	UL
12 1995	Architecture beyond architecture : creativ		UL
13 1995	Art, creativity, and the sacred : an antho		UL
14 1995	Bitter blue : tranquillizers, creativity	Reed, Jeremy	UL

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15 1995	Ceramic production in the American Southwe		UL

16	1995	Creativity & madness : psychological studi	UL
17	1995	Creativity and disease : how illness affec	Sandblom, Philip UL
18	1995	Creativity and its contexts	UL
19	1995	Creativity and the mind : discovering the	Ward, Thomas B UL
20	1995	Creativity for graphic designers	Oldach, Mark UL
21	1995	Creativity in the classroom : schools of c	Starko, Alane J UL
22	1995	"Creativity" of Europe's trade policies to	Grilli, Enzo R UL
23	1995	Cyberquest : problem solving and innovatio	Dickey, John W UL
24	1995	Defying the crowd : cultivating creativity	Sternberg, Robert UL
25	1995	The divine matrix : creativity as link bet	Bracken, Joseph A UL
26	1995	Dream, creativity, and madness in nineteen	James, Tony UL
27	1995	E. Paul Torrance, "the creativity man" : a	Millar, Garnet W UL
28	1995	Educating for an ecologically sustainable	Bowers, C. A UL

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DATE	TITLE:	AUTHOR:	
29	1995	From the seams of history : essays on Indi	UL
30	1995	Genius and lust : the creativity and sexua	Morella, Joe UL
31	1995	Genius : the natural history of creativity	Eysenck, H. J UL
32	1995	Human factors in computing systems : CHI	CHI '95 Conference UL
33	1995	Images of issues : typifying contemporary	UL
34	1995	The library manager's deskbook : 102 exper	Carson, Paula Phil UL
35	1995	New feminist art criticism : critical stra	UL
36	1995	No rootless flower : an ecology of creativ	Barron, Frank X UL
37	1995	One foot on the Rockies : women and creati	Jensen, Joan M UL
38	1995	The price of greatness : resolving the cre	Ludwig, Arnold M UL
39	1995	Promotion of education and awareness in th	UL
40	1995	Reclaiming the wasteland : TV & gifted chi	Abelman, Robert UL
41	1995	Software creativity	Glass, Robert L UL
42	1995	Team creativity <visual>	UL

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NEXT COMMAND:

TNVT220 - Novell, Inc. mentor (1) Rep 21:09

Search Request: K=CREATIVITY UMich Online Catalog
 Search Results: 662 Entries Found Keyword Index

DATE	TITLE:	AUTHOR:	
43	1995	Women, creativity, and the arts : critical	UL
44	1995	Women, the book, and the godly : selected	UL
45	1994	All in the mind <visual>	UL
46	1994	The artist outsider : creativity and the b	UL
47	1994	Beyond Terman : contemporary longitudinal	UL
48	1994	Changing the world : a framework for the s	Feldman, David Hen UL
49	1994	Creativity : a study of Malaysian students	Yong, Leonard Nee UL
50	1994	Creativity and affect	UL
51	1994	Creativity and collaborative learning : a	UL

52	1994	Creativity and popular culture	Rolbrook, David	UL
53	1994	Creativity in invention and design : compu	Dasgupta, Subrata	UL
54	1994	Critical questions : invention, creativity		UL
55	1994	Dimensions of creativity		UL
56	1994	Flexible thinking : an explanation for ind	Jausovec, Norbert	UL

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HELP	CHOOSE	<F7>	BACK page
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TNVT220 - Novell, Inc. mentor (1) Rep 21:09

Search Request: K=CREATIVITY	UMich Online Catalog
Search Results: 662 Entries Found (84 printed)	Keyword Index

DATE	TITLE:	AUTHOR:	
57	1994	From scooters to fryers <visual>	UL
58	1994	Handbook of college teaching : theory and	UL
59	1994	The making of Banana sculpture : creativit	Brett-Smith, Sarah UL
60	1994	Malay word music : a celebration of oral c	Sweeney, Amin UL
61	1994	Matter over mind <visual>	UL
62	1994	Music education : an artificial intelligen	UL
63	1994	The natural dog and the tango tal <visual>	UL
64	1994	Problem finding, problem solving, and crea	UL
65	1994	Rethinking imagination : culture and creat	UL
66	1994	Shakespeare's island : essays on creativit	Stephens, Charles UL
67	1994	Sneakers, laptops, and the homele <visual>	UL
68	1994	Talking on the water : conversations about	White, Jonathan UL
69	1994	Thinking and problem solving	UL
70	1994	This path we travel : celebrations of cont	UL

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NEXT COMMAND:

TNVT220 - Novell, Inc. mentor (1) Rep 21:09

Search Request: K=CREATIVITY	UMich Online Catalog
Search Results: 662 Entries Found	Keyword Index

DATE	TITLE:	AUTHOR:	
71	1994	The transformation of rage : mourning and	Johnstone, Peggy F UL
72	1994	What does the crow know? : the mysteries o	Facklam, Margery UL
73	1994	When history accelerates : essays on rapid	UL
74	1994	Yetsirah ve-toladot bi-kehilot Yisra'el bi	International Cong UL
75	1994	The Yoruba artist : new theoretical perspe	UL
76	1994	99% inspiration : tips, tales & techniques	Mattimore, Bryan W UL
77	1993	Adhunik Hindi nataka aura bhasha ki srjan	Premalata UL
78	1993	Affect and creativity : the role of affect	Russ, Sandra Walke UL
79	1993	Aging and gender in literature : studies i	UL
80	1993	Careers and creativity : social forces in	White, Harrison C UL
81	1993	Confronting Tennessee William's A streetca	UL
82	1993	Creating minds : an anatomy of creativity	Gardner, Howard UL
83	1993	Creativity	UL
84	1993	Creativity and divergent thinking : a task	Baer, John UL

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START over	Type number to display record	<F8>	FORWARD page
HELP	CHOOSE	<F7>	BACK page

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NEXT COMMAND:

TNVT220 - Novell, Inc. mentor (1) Rep 21:10

Search Request: K=BUSINESS AND INNOVATION

UMich Online Catalog

Search Results: 130 Entries Found

Keyword Index

DATE	TITLE:	AUTHOR:	
1 1996	The Foundation for a new approach to imple		UL
2 1995	Crisis & renewal : meeting the challenge o	Hurst, David K	UL
3 1995	Educational innovation in economics and bu		UL
4 1995	Emerging patterns of innovation : sources	Kodama, Fumio	UL
5 1995	Innovation and change in organizations	King, Nigel	UL
6 1995	Innovation and industry evolution	Audretsch, David B	UL
7 1995	Innovation in professional education : ste	Boyatzis, Richard	UL
8 1995	Job shock : four new principles transformi	Dent, Harry S	UL
9 1995	Negotiating competitiveness : employment r	Wever, Kirsten S	UL
10 1995	Research proposals : a guide to success	Ogden, Thomas E	UL
11 1995	Risk & innovation : the role and importanc		UL
12 1995	The value of corporate libraries : finding	Matarazzo, James M	UL
13 1994	The dinosaur strain : the survivor's guide	Brown, Mark	UL
14 1994	Multinational pharmaceutical companies : p	Spilker, Bert	UL

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NEXT COMMAND:

TNVT220 - Novell, Inc. mentor (1) Rep 21:13

Search Request: K=BUSINESS AND INNOVATION

UMich Online Catalog

Search Results: 130 Entries Found

Keyword Index

DATE	TITLE:	AUTHOR:	
15 1994	Reengineering the corporation : a manifest	Hammer, Michael	UL
16 1994	Reflections on language learning		UL
17 1994	Small business innovation research program		UL
18 1994	Small Business Innovation Research (SBIR)	United States	UL
19 1994	"Stayin' Alive" : Surviving technological	Banbury, Catherine	UL
20 1993	Kensho shinjidai no kigyozo : bodaresu jid	Tange, Hirofumi	UL
21 1993	Policy directive : Small Business Innovati		UL
22 1993	Process innovation : reengineering work th	Davenport, Thomas	UL
23 1993	Strategic buying for the future : opportun	Horowitz, Barry M	UL
24 1992	Economic evolution and demographic change		UL
25 1992	Education for nurturing enterprising abili		UL
26 1992	Schools and business : a new partnership	Hirsch, Donald	UL
27 1992	SUPPLIER INNOVATION AND CUSTOMER CONCENTRA	WIARDA, EDITH ANN	UL
28 1991	ALLIANCES FOR INNOVATION AND THE STRATEGIC	CHAMBERS, BRIAN RO	UL

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NEXT COMMAND:

TNVT220 - Novell, Inc. mentor (1) Rep 21:13

Search Request: K=BUSINESS AND INNOVATION

UMich Online Catalog

Search Results: 130 Entries Found

Keyword Index

DATE	TITLE:	AUTHOR:	
29 1991	The Creative spirit <visual>		UL
30 1991	Results of three-year commercialization st	United States	UL
31 1991	TECHNOLOGY MANAGEMENT: THE RELATIONSHIP BE	LAING, DELIA J	UL
32 1990	Edison and the business of innovation	Millard, A. J	UL
33 1990	Evolving technology and market structure :		UL
34 1990	Factor mobility, locational innovation and	Kasper, Wolfgang	UL
35 1990	Governments & corporations in a shrinking	Ostry, Sylvia	UL
36 1990	Innovation and creativity at work : psycho		UL
37 1990	Innovation and small firms	Acs, Zoltan J	UL
38 1989	THE ACQUISITION OF SMALL HIGH TECHNOLOGY F	BLUMENTHAL, BARBAR	UL
39 1989	ADMINISTRATIVE INNOVATION: INFLUENCE OF PO	WOLFE, RICHARD ALL	UL
40 1989	Disadvantaged business set-as <microfiche>	United States	UL
41 1989	Minority Business Development <microfiche>	United States	UL
42 1989	Recollecting the future : a view of busine	Stewart, Hugh B	UL

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TNVT220 - Novell, Inc. mentor (1) Rep 21:13

Search Request: K-BUSINESS AND INNOVATION UMich Online Catalog
 Search Results: 130 Entries Found Keyword Index

DATE	TITLE:	AUTHOR:	
43 1989	Small business innovation research program		UL
44 1989	Small business opportunities <microfiche>	United States	UL
45 1989	Technological innovation and multinational	Cantwell, John	UL
46 1988	ADAPTATION OF EMPLOYEES TO MANDATED INTEGR	BOWDEN, REGINA MAR	UL
47 1988	A bill to reform the Capital <microfiche>	United States	UL
48 1988	The Challenge of new technology : innovati		UL
49 1988	Educational technology inform <microfiche>		UL
50 1988	Examining the Rule of Two bea <microfiche>	United States	UL
51 1988	Innovation and competition : the global ma	Stobaugh, Robert B	UL
52 1988	Innovation and management : its internatio		UL
53 1988	THE MANAGEMENT OF SUPPLIERS' INNOVATIVE AC	KAMATH, RAJAN RAME	UL
54 1988	Minority Business Development <microfiche>	United States	UL
55 1988	Nuclear Regulatory Commission <microfiche>	United States	UL
56 1988	Oversight on small business a <microfiche>	United States	UL

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START over Type number to display record <F8> FORWARD page
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 OTHER options

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TNVT220 - Novell, Inc. mentor (1) Rep 21:13

Search Request: K-BUSINESS AND INNOVATION UMich Online Catalog
 Search Results: 130 Entries Found Keyword Index

DATE	TITLE:	AUTHOR:	
57 1988	Problems confronting small ma <microfiche>	United States	UL
58 1988	Venturing abroad : innovation by U.S. mult	Schuller, Frank C	UL
59 1987	Diverting government work fro <microfiche>	United States	UL
60 1987	A history of GKN	Jones, Edgar	UL
61 1987	H.R. 4260--legislation to con <microfiche>	United States	UL
62 1987	H.R. 4260--reauthorization of <microfiche>	United States	UL
63 1987	Managing for innovation : leading technica	Humphrey, Watts S	UL

64	1987	Small business programs for v <microfiche>	United States	UL
65	1987	Small Business Trade Competit <microfiche>	United States	UL
66	1987	Small Business Trade Competit <microfiche>	United States	UL
67	1987	A STUDY OF THE IMPACT OF THE SOCIAL COMPOS	BANTEL, KAREN A	UL
68	1986	A Directory of public finance for economic		UL
69	1986	GAO report on the Small Busin <microfiche>	United States	UL
70	1986	Gijutsu kakushin to keiei senryaku = Techn		UL

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TWVT220 - Novell, Inc. mentor (1) Rep 21:13

Search Request: K-BUSINESS AND INNOVATION UMich Online Catalog
 Search Results: 130 Entries Found Keyword Index

DATE	TITLE:	AUTHOR:	
71	1986 Oversight on the Small Busine <microfiche>	United States	UL
72	1986 Providing the Small Business <microfiche>	United States	UL
73	1986 Supplying or acquiring technology : a Cana	Szibbo, Alec R	UL
74	1985 Innovation and entrepreneurship : practice	Drucker, Peter Fer	UL
75	1985 Money and macro policy		UL
76	1985 Small Business Innovation Dev <microfiche>	United States	UL
77	1985 Starting a high-tech company : an insider		UL
78	1985 The U.S. climate for entrepre <microfiche>		UL
79	1984 MEXICAN AUTO WORKERS AT FORD MOTOR COMPANY	VARGAS, ZARAGOSA	UL
80	1984 Small Business Innovation Dev <microfiche>	United States	UL
81	1983 A DYNAMIC ANALYSIS OF THE VERTICAL INTEGRA	BALAKRISHNAN, SRIN	UL
82	1983 International business and technological i	Roman, Daniel D	UL
83	1983 Program solicitation <serial>		UL
84	1983 Public Law 97-219, the Small <microfiche>	United States	UL

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START over Type number to display record <F8> FORWARD page
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TWVT220 - Novell, Inc. mentor (1) Rep 21:13

Search Request: K-BUSINESS AND INNOVATION UMich Online Catalog
 Search Results: 130 Entries Found Keyword Index

DATE	TITLE:	AUTHOR:	
85	1983 Small Business Innovation Dev <microfiche>	United States	UL
86	1982 CONSUMER REACTION TO A FINANCIAL SERVICE I	BORNE, DAVID ANDRE	UL
87	1982 Crises in the economic and financial struc		UL
88	1982 H.R. 4326--Small Business Inn <microfiche>	United States	UL
89	1982 Innovation in small and medium firms : a r		UL
90	1982 Innovation in small and medium firms : bac		UL
91	1982 Innovation revisited hearing <microfiche>	United States	UL
92	1982 Program solicitation : Small Busi <serial>		UL
93	1982 Small business innovation and <microfiche>	United States	UL
94	1982 Small, high technology firms, <microfiche>	United States	UL
95	1981 DEANS' PERCEPTIONS OF THEIR ABILITY TO PRO	OKUN, KATHY ANNE	UL
96	1981 S. 1860, Small Business Innov <microfiche>	United States	UL
97	1981 S. 881, the Small Business In <microfiche>	United States	UL
98	1981 S. 881, the Small Business In <microfiche>	United States	UL

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NEXT COMMAND:

TNVT220 - Novell, Inc. mentor (1) Rep 21:13

Search Request: K=BUSINESS AND INNOVATION UMich Online Catalog
Search Results: 130 Entries Found Keyword Index

	DATE	TITLE:	AUTHOR:	
99	1981	Small Business Innovation Dev <microfiche>	United States	UL
100	1981	Small Business Innovation Res <microfiche>	United States	UL
101	1981	Small, high technology firms <microfiche>	United States	UL
102	1980	H.R. 5607--Small business inn <microfiche>	United States	UL
103	1980	Industrial innovation joint h <microfiche>	United States	UL
104	1980	Innovation startup, growth, a <microfiche>	United States	UL
105	1980	INSTITUTIONS, ORGANIZATIONS AND TECHNOLOGI	LYNN, LEONARD HARV	UL
106	1980	SBA's request to reprogram \$7 <microfiche>	United States	UL
107	1980	Small business and innovation <microfiche>	United States	UL
108	1980	Small business innovation act <microfiche>	United States	UL
109	1980	Small business innovation tax <microfiche>	United States	UL
110	1980	Small business, productivity, <microfiche>	United States	UL
111	1980	Small, high technology firms <microfiche>	United States	UL
112	1979	Small buisness and innovation <microfiche>	United States	UL

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TNVT220 - Novell, Inc. mentor (1) Rep 21:13

Search Request: K=BUSINESS AND INNOVATION UMich Online Catalog
Search Results: 130 Entries Found Keyword Index

TNVT220 - Novell, Inc. mentor (1) Rep 21:14

Search Request: K=BUSINESS AND INNOVATION UMich Online Catalog

Search Results: 130 Entries Found

Keyword Index

	DATE	TITLE:	AUTHOR:	
113	1979	Small business & innovation : a report of	United States	UL
114	1979	Small business and innovation <microfiche>		UL
115	1979	Small business and innovation <microfiche>	United States	UL
116	1978	The economics of innovation : the national	Parker, J. E. S	UL
117	1978	FUNCTIONAL COUPLING, ENVIRONMENTAL COUPLIN	ENGEL, DOUGLAS BRI	UL
118	1978	Small business and innovation <microfiche>	United States	UL
119	1978	Underutilization of small busi <microfiche>	United States	UL
120	1977	Innovation and productivity under national	Harlow, Christophe	UL
121	1977	Innovation center and technical assistance	Cicchinelletti, Louis	UL
122	1976	Enterprise and entrepreneurs in nineteenth		UL
123	1974	The economics of innovation : the national	Parker, J. E. S	UL
124	1974	Socio-psychological factors influencing th	Christopher, Kalan	XC
125	1973	Role and Effect of Technology <microfiche>	United States	UL
126	1970	The economics of drug innovation; the proc	Seminar on Economi	UL

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Search Request: K=BUSINESS AND INNOVATION

UMich Online Catalog

Search Results: 130 Entries Found

Keyword Index

	DATE	TITLE:	AUTHOR:	
127	1970	Rural development bibliography : prelimina	Development Academ	UL
128	1970	TECHNOLOGY TRANSFER, INNOVATION, AND MARKE	LAMONT, LAWRENCE W	UL
129	1968	AN EVALUATION OF ITEM PROFITABILITY ANALYS	ERWIN, ROBERT DEAN	UL
130		Product innovation in food processing, 195	Buzzell, Robert D	UL

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TNVT220 - Novell, Inc. mentor (1) Rep 21:14

Search Request: K=BUSINESS AND CREATIVITY

UMich Online Catalog

Search Results: 19 Entries Found

Keyword Index

	DATE	TITLE:	AUTHOR:	
1	1994	99% inspiration : tips, tales & techniques	Mattimore, Bryan W	UL
2	1993	When the canary stops singing : women's pe		UL
3	1991	The Creative spirit <visual>		UL
4	1991	The creative spirit at work <visual>		UL
5	1991	Inside creativity <visual>		UL

6	1991	Unfinished business <visual>	UL
7	1990	Essence of creativity : a guide to tacklin Kim, Steven H	UL
8	1990	Innovation and creativity at work : psycho	UL
9	1990	James Balog and Jerry Uelsmann <visual>	UL
10	1989	Adaptors and innovators : styles of creati	UL
11	1989	Fred Smith, corporate creativity <visual>	UL
12	1988	Consciousness in business <visual>	UL
13	1988	Direct marketing 2 : design creativity in	UL
14	1987	Money <visual>	UL

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Search Request: K=BUSINESS AND CREATIVITY UMich Online Catalog
 Search Results: 19 Entries Found Keyword Index

DATE	TITLE:	AUTHOR:	
15 1985	Problem solving strategies the Sy <visual>		UL
16 1981	False profits; the decline and fall of ind	Carney, Thomas P	UL
17 1979	Systematic approach to advertising creativ	Baker, Stephen	UL
18 1965	Bureaucracy vs. creativity	Dyer, Frederick Ch	UL
19 1960	Creativity and the individual : summaries	Stein, Morris Isaa	UL

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TNVT220 - Novell, Inc. mentor (1) Rep 21:15

Appendix C

Lexis/Nexis Recent Articles

LENGTH: 493 words

HEADLINE: New Reason to do homework on time: National contest honors best computer projects!

DATELINE: HOUSTON

BODY:

... may range from book reports and lab write-ups to research projects and multimedia presentations. The only limitation is a child's creativity.

Copyright 1996 Business Wire, Inc.
Business Wire

August 20, 1996, Tuesday

DISTRIBUTION: Entertainment Editors

LENGTH: 1042 words

HEADLINE: Theatrix Interactive Ships Highly Anticipated Hollywood High; Second Title In Blockbuster Hollywood Series Features Teen Life

DATELINE: EMERYVILLE, Calif.

BODY:

... since its introduction last fall, including the recent garnering of the Software Publishers Association Codie Award for Best Home Creativity Software Program and the NewMedia INVISION Silver Award for Young Adult Title.

Hollywood High's teen life theme ...

LEVEL 1 - 38 0

Copyright 1996 Business Wire, Inc.
Business Wire

August 20, 1996, Tuesday

DISTRIBUTION: Lifestyle Editors

LENGTH: 810 words

HEADLINE: WHO LEADS?; Media study on leading and leadership released by Oregon firm

DATELINE:

BODY:

... ascribed to a leader, the most frequently used in the newspapers were: vision, experience, education, accomplishment, action, risk-taker, creativity, trusting/trustworthy, intelligence and popularity. Similar attributes were found in the magazine articles.

One of the most glaring examples of the limited ...

Manhattan developer Edward Minskoff, who rapidly lined up a group of national retailers for Roosevelt Centre in Westbury, is done talking to chain stores - for now, anyway.

Minskoff said he is concentrating on signing some commercial tenants for the site of the former harness-racing track.

"Right now, we're focusing all of our attention on the office segment of our development," Minskoff said. He said he is talking to three potential tenants, but he declined to name any. "We're in substantial talks. I'd say we have progressed a long way."

Roosevelt Centre seemed to go up virtually overnight. Its tenants include Incredible Universe, the Home Depot Expo Center, Babies "R" Us, Home Place, Creativity, and several restaurants.

Another major development in Westbury has been slower to take off. But after six years of plans and changed plans, Alan Fortunoff's \$194-million Mall at the Source, next to his landmark Fortunoff specialty store, looks to be taking shape. Most of the skeletal structure is in place, and Fortunoff intends to open the mall, with about 50 stores, sometime next year. LEV

Copyright 1996 PR Newswire Association, Inc.
PR Newswire

August 19, 1996, Monday

SECTION: Financial News

DISTRIBUTION: TO BUSINESS AND EDUCATION EDITORS

LENGTH: 986 words

HEADLINE: Success Magazine's 3rd Annual The 25 Best Business Schools for Entrepreneurs; Schools That Make Millionaires; Everybody Wants to be Their Own Boss;
Learn What They Teach -- September Issue

DATELINE: NEW YORK, Aug. 19

BODY:

In its proprietary 3rd annual listing of "The 25 Best Business Schools for Entrepreneurs," (September issue) SUCCESS scours the nation for the premier educational centers that deliver the skills, the confidence, the creativity,

the contacts, and the seed money/venture capital know-how to start your own business, or improve an existing one. The listing, produced in concert with the nation's foremost academic experts and Pennsylvania-based Madway Business Research Inc., tracks the explosive growth in entrepreneurship programs that is revolutionizing graduate business education in America and the world.

Where We've Been, Where We're Going -- The number of universities that teach entrepreneurship has grown from 16 in 1971 to well over 370 undergraduate and graduate programs in 1993, according to the most recent comprehensive study (Karl Vesper, 1993). Bill Bygrave, director of Babson's Center for Entrepreneurial Studies says, "There's no other paradigm in the management sciences about which we've learned so much in so little time."

Making Millionaires -- The 25 Best package includes:

-- "Unlimited Genius," an in-depth look inside the classroom of Teresa Amabile, Harvard's expert on entrepreneurial creativity -- the piece covers her indispensable recipes for (entrepreneurial) creativity and success, as well as failure.

-- The secrets of the smartest MBAs in the world: Profiles of "Top 25" grads who are making millions putting the invaluable lessons of entrepreneurial study into practice.

-- The secrets of 3 of the world's top entrepreneurs: Reporting from the front lines of the recent induction to Babson College's Academy of Distinguished Entrepreneurs: Richard Branson.

-- The University of Texas at Austin's MOOT CORP Business plan competition: Top MBAs from around the world fight for cash & credibility, and a highly marketable stamp of approval.

Choosing the Best: Survey Criteria and Methodology -- To be eligible for consideration, a school had to offer at least three distinct courses in entrepreneurship in its MBA program. The magazine surveyed 137 graduate business schools across the country. The survey focused on five key areas. (Each key area accounts for a specified percentage of a school's total score.)

-- Qualifications of faculty -- 25% (qualifications/role faculty plays in supporting student endeavors)

-- Curriculum -- 25% (depth and breadth of entrepreneurship curriculum)

-- Student programs -- 20% (resources and special programs to provide "hands-on" experience)

-- Caliber of students -- 15% (caliber of students attending the school, academic records, etc.)

-- Overall program -- 15% (quality, longevity, resources, and community outreach of the program)

PR Newswire, August 19, 1996

AN ALPHABETICAL LISTING OF SUCCESS MAGAZINE'S
THE 25 BEST BUSINESS SCHOOLS FOR ENTREPRENEURS:
(This survey is a listing, not a ranking.)

University of Arizona, Karl Eller Graduate School of Management
(Tucson, AZ)

Babson College, F.W. Olin Graduate School of Business (Wellesley, MA)

Ball State University, College of Business (Muncie, IN)

Baylor University, Hankamer School of Business (Waco, TX)

Brigham Young University, Marriott School of Management (Provo, UT)

University of California at Los Angeles (UCLA), The Anderson School
(Los Angeles, CA)

Carnegie Mellon University, Graduate School of Industrial Administration
(Pittsburgh, PA)

University of Colorado, The Graduate School of Business Administration
(Boulder, CO)

Cornell University, Johnson Graduate School of Management (Ithaca, NY)

DePaul University, Charles H. Kellstadt Graduate School of Business
(Chicago, IL)

University of Georgia, Terry College of Business (Athens, GA)

Harvard University, Harvard Business School (Boston, MA)

University of Illinois - Chicago, College of Business Administration
(Chicago, IL)

University of Maryland at College Park, The Maryland Business School
(College Park, MD)

University of Nebraska - Lincoln, College of Business Administration
(Lincoln, NE)

New York University, Leonard N. Stern School of Business (New York, NY)

Northwestern University, J.L. Kellogg Graduate School of Management
(Evanston, IL)

University of Pennsylvania, The Wharton School (Philadelphia, PA)

Rensselaer Polytechnic Institute, Lally School of Management & Technology
(Troy, NY)

St. Louis University, School of Business Administration (St. Louis, MO)

University of St. Thomas, Graduate School of Business (Minneapolis, MN)

San Diego State University, College of Business Administration
(San Diego, CA)
University of Southern California, School of Business Administration
(Los Angeles, CA)
University of South Carolina, College of Business Administration
(Columbia, SC)
The University of Texas at Austin, Graduate School of Business
Administration (Austin, TX)

PR Newswire, August 19

Educators Rank Educators -- Which schools offer the best entrepreneurship programs? Here's how the schools themselves rank their peers (SUCCESS asked all survey respondents to rank their peers):

A RANKING OF THE TOP FIVE BEST BUSINESS SCHOOLS
ACCORDING TO THE SCHOOLS THAT WERE SURVEYED:

- 1.) Babson College
- 2.) Wharton/University of Pennsylvania
- 3.) Harvard University
- 4.) University of Southern California
- 5.) UCLA

SOURCE Success Magazine

CONTACT: Stephanie Rabinowitz of Success Magazine, 212-551-9789

LANGUAGE: ENGLISH

LOAD-DATE: August 20, 1996

Chicago Tribune, August 18, 19

as many as 50. Although the crimes that brought them there range from drug charges to sex offenses to attempted murder, Mix says, "I've never felt threatened for even a single moment. I'm as comfortable there as I am in my own living room."

At an inmate's request, Mix will also draw a picture for him, a valued memento that can help a prisoner's identity, because they are not allowed to get photos of themselves while incarcerated.

Adult inmates in the Gateway program, Mix says, live a life so radically different from most people that it is hard for outsiders to imagine it.

"They share images of being lonely, angry, confused and, occasionally, content," he says. "Spirituality is the first thing to go in the addiction process and the last thing to come back. I try to establish an atmosphere of honesty, consistency and trust."

Mix places his faith in the belief that the art process begins healing. "At its roots, art and creativity are about seeing connections between ourselves and the world we live in," he says, "and you can't be aware of those connections very long before you're faced with a spiritual dimension of life. I enjoy having work where the art process is part of the human process."

of human conduct. "Every artist lives and dies in an environment of lies. I am a natural liar for I am an artist and naturally so," he continues. "The personal lives of painters are tragic and inevitable and do not explain the artist. For the artist is his work and no longer human."

"No one ever sees the poet change in the secret chamber of his heart," he adds, suggesting--as he does throughout his writing--that the mechanics of creativity are far too rarefied for understanding by non-practitioners. "Who

will tell me what I ought to have meant by what I said?" he asks with a trifle of indignation, adding on a later page, ~~"ideas hang around images like shadows."~~

Lest one get the idea that Francis resented the intrusion of the viewer, the contrary was in fact the case. "The space at the center of these paintings is reserved for you," he pointed out.

Francis' spiritual beliefs were a mixture of Buddhism and superstition, and several journal entries evidence a decidedly dark cast of mind. "I am sitting by my grave . . . I am nailed to the firmament," he ruminates (that second bit being a line lifted from a poem by Percy Bysshe Shelley).

"God is permitted to sin. . . . When God gambles, he creates fate," he continues. "The only thing that can be changed by man is his fate through his relationship to God. . . . Dreams are stolen from God, therefore they should be kept isolated from the average man. . . . It is as dangerous, don't forget, to be overcome by virtue as it is by vice. A frenzy of virtue," he adds in a cautionary tone, "and, perfect chaos is the only perfection."

Francis was something of a tortured romantic, and his depiction of erotic love flipped between evocations of celestial bliss and eternal damnation. "Woe is me for the day that you were not and the hour we shall not be," he brooded. "Woe is me on the hour I was not the home of your heart. Woe is me. Woe is the sleep that has its bottom, woe is the waking that has its top. . . . Black are the bones of men and white the smoke of war."

Those who knew Francis have attested that both his life and his art-making practice were marked by tremendous conflict and struggle. Recalls Nancy Mosher, Francis' personal curator from 1971-89: "Sam didn't want to be bound to the earth, and painting enabled him to live that out."

That Francis was transported into the ether through his work is evident in a journal entry that reads, "Color is a series of harmonies, everywhere in the universe being divine, whole numbers lasting forever, adrift in time. . . . And the last words will be those of the stars."

LEVEL 1 - 9

Copyright 1996 South China Morning Post Ltd.
South China Morning Post

August 18, 1996

SECTION: Pg. 5

LENGTH: 2294 words

HEADLINE: Lessons of the healing arts

BYLINE: You can't paint pain away, but the act of creation can help treat trauma. Alison Nadel learns about a plan to develop art therapy

BODY:

... children play spontaneously and uninhibitedly.

"As adults, it's important to realise the importance of play. Play is about exploring and discovering and using our creativity to solve problems. Problems arise when we lose touch with our creativity and shut off from our feelings." Art therapy helps re-establish those links.

LEVEL 1 - 9

Copyright 1996 The Washington Post

The Washington Post

August 18, 1996, Sunday, Final Edition

SECTION: FINANCIAL; Pg. H01

LENGTH: 1898 words

HEADLINE: Managing the Company Mind; Firms Try New Ways to Tap Intangible Assets Such as Creativity, Knowledge

BYLINE: Martha M. Hamilton, Washington Post Staff Writer

BODY:

Business strategists have been arguing for the past few years that in the information age, knowledge is power. Perhaps it was inevitable that it would also become a job title.

Corporate strivers of the 1990s can aim for such jobs as Chief Knowledge Officer (CKO), Chief Technologist, Intellectual Asset Manager, Intangible Asset Appraiser, Chief Learning Officer or Corporate Imagineer. T

The new job titles reflect a growing recognition among corporations that their future profitability depends on assets that aren't easily measured -- including creativity, flexibility and the speed with which they can share new ideas and information. In a literal sense, modern corporations are what they know.

This new reality is pushing companies to try to evaluate their intellectual assets and manage them efficiently. And those efforts, in turn, have spawned a debate in the regulatory and accounting community about whether such resources can be and should be reflected in corporate reports.

There's no cut-and-dried job description for CKOs or jobs with similar titles. But one of their main tasks is to look for ways that companies can share knowledge. For instance, a CKO might set up informal networks designed to get information from the sales staff -- which may glean what competitors are doing -- to other parts of the company.

In boardrooms and other corporate forums, CKOs also make the case for spending on knowledge, and try to ensure that a company appreciates the value of its intellectual assets. The Washington Post, August 18, 19

"The growing sense among executives is that the only thing sustainable is what they know and how they . . . utilize it and how [they] can learn something new," said Larry Pruzak, a principal in the Center for Business Innovation, the research and development arm of the corporate consulting firm Ernst & Young. "You can get a hearing in any boardroom in America" on the subject, he said.

Accounting for these knowledge assets is "a critically important issue that has not gotten as much attention in the past as it needs to," said Steven M.H. Wallman, a commissioner with the Securities and Exchange Commission who hosted a conference at the SEC in April on how to account for and report on intangible assets.

A Knowledge-Based Economy

"We're very much moving into a knowledge-based economy, and the proper measuring and accounting of assets that create wealth in a knowledge-based economy is critical," he said. "It's the whole underlying foundation of our

economy going forward."

So what do the people who are in charge of managing a company's knowledge do? While some of it involves "blue skying," or thinking grand thoughts, it's more about nitty-gritty attention to detail, according to Mark Weiser, chief

technologist at Xerox Corp.'s Palo Alto Research Center. When he was named to that post earlier this month, the company said his mission was "managing the research center's mission of inventing the future and connecting it to Xerox."

In practical terms, the job often means connecting the technicians' sense of what's possible technologically with "the huge amount of knowledge in marketing and sales organizations about what's possible in terms of business and people," Weiser said. "Generally, those two groups lead completely different lives and speak completely different languages."

Innovation is really about making person-to-person connections, rather than a "technological fix," he said. "The informal communities are the ones that really make an organization work."

As organizations grow larger and global, keeping and creating those communities may become more difficult. In one attempt to overcome those difficulties, Xerox is experimenting with lightweight video "that we keep on all the time," he said. "It's not video-conferencing, but video hanging-out. It's kind of like sharing an office or sharing a coffee pot with someone, even though you may be scattered in different sites." The Washington Po

Hewlett-Packard Co. has created a "Work Innovation Network" to help transmit knowledge throughout the company. Groups of employees from different divisions around the globe meet face to face periodically to discuss what works and what doesn't. The topics change from meeting to meeting, depending on the challenges that the company faces.

"We use both a business gauge and a personal-pain gauge to measure what those are," said Chris Casement, one of the managers of the network. "We take what we hear in the lunchroom and what we hear at the water cooler . . . and try to put that into a business context."

What they are hearing about now is the difficulty created by different demand cycles for products around the world, Casement said. "How does a product division meet the demand for worldwide markets," he said, "when a certain market in one part of the world might be six months ahead of a developing market? How do you balance that?"

Intangible Assets

One of the auditors in the knowledge game is Sam Khoury, an "intangible asset appraiser" at Dow Chemical Co. "What I do is to put a dollar value on technology," he said. The Washington Post, August 18, 1996

That's not as simple as it sounds. In the past, the value of the chemical company's patents and research and development efforts typically wasn't defined -- unless a purchase offer came along, Khoury said. Then bidding would begin, usually in an ad hoc fashion, based on prices that were picked out of the air, he said. In the meantime, it wasn't clear to the company what the value of its assets was, and whether these assets, including research and development, were being used efficiently.

Under the new system, Dow tries to arrive at a fair market value for technology or patents before it gets any offers for them. The company created a

method to assess technology by asking 50 to 60 questions about its competitive value, such as whether there are other similar technologies that might reduce its market value.

Khoury said he also asks another set of questions, focusing on a technology's utility to Dow or to a prospective buyer. For example, he'll query whether licensing or selling the technology makes more sense, or whether to barter it to another company for technology that Dow needs.

When a potential buyer comes in, Dow shares its market evaluation with the would-be purchaser, and it becomes the basis for starting talks, he said. Or Dow may decide, based on its valuation, to pursue some other use of the asset.

"Sometimes we say, it's better to keep it inside,"¹¹ he said.

This discipline has helped the company better focus its research and development efforts, he said. "When you're talking about big companies like Dow that are spending \$ 600 million on research, having researchers focus their time on the right targets" is critical, he said.

"It becomes a very strong and focused organization," Khoury said. "What we are finding out is that every researcher in industry would like to see his or her research being used by the company."

CKOs also worry about a range of other corporate intangible assets – such things as human capital, intellectual capital, trademarks, reputation and goodwill, brand names and franchises. Here, too, the accounting problems are tricky.

One company, Skandia Insurance Co. of Sweden, has been publishing a supplement to its annual report since 1994 that attempts to describe the company's intellectual capital to investors.

Untangling the Terms

The Washington Post, August 18, 1999

The Skandia report is dense reading, including its glossary with definitions of such terms as human capital ("the competence and capabilities of the employees"), business processes ("term describing various related activities that create value which customers are cognizant of and willing to pay for") and Empowerment Index. ("From a recurring SIFO [the Swedish Institute of Public Opinion Research] survey, an index is created to measure employee motivation, support in the organization, sensitivity to quality demands, matching of responsibility and authority and competence. The scale is from 0 to 1,000.")

Some analysts argue that these elaborate accounting exercises are a waste of time. The best valuation of technology comes through the market – not from a bunch of bean counters. Microsoft Corp. is highly valuable not because of its measurable assets, but because of its knowledge base – the market power represented by the collection of smart, hard-driving employees the company has assembled, they say.

But whether accounting standards change or not, it appears likely that companies themselves will continue to try to develop a better sense of their own intangible assets and how to put them to work.

Patrick Mohr, manager of advance solutions teams at Steelcase Inc., is part of the office furniture company's attempt to use corporate knowledge to sell

products that it once would have set in a showroom and expected to sell themselves. "What we'll do is to go out and work with customers and dive very

deep with them into their organizational structure," he said.

The company will ask questions about how business processes have changed and how people will work in the changed environment, he said. For instance, in the case of large manufacturing company that was moving away from a strict hierarchical structure to more decentralized decision-making, Steelcase was part of a team that recommended moving out of a 28-floor tower in which management was isolated on the top floors.

The company moved into a three-story building that was "long and linear with long views, with senior management sprinkled throughout the building," Mohr said. The change made the company more flexible and allowed it to move workers around faster to deal with changing situations, he said.

In the past, Steelcase would have extolled the virtues of its products -- pointing out the five ways in which a chair adjusts, or its frame made of tubular steel, he said. Now "we're leading with our knowledge," Mohr said. That might include talking to a company that wants to save money on real estate about how to get the most productive use out of a smaller site, for instance, he said.

The advanced solution teams developed as one way to increase corporate knowledge of customer needs and the speed with which that information is communicated. Begun as a grass-roots effort by volunteers, the effort has the corporate imprimatur and has grown to a network of 30 teams with 300 members.

"The world of business is realizing that ultimately, what matters is the quality of the people in the organization, and how they treat their customers and how creative they are in coming up with new products and new services," said Alan Webber, a founding editor of the Boston-based business magazine Fast Company.

In the wake of World War II, business and business schools treated business as a science, he said. "Today, I think there is a part of the rigor that perseveres, but there is a new appreciation for the art of business," he said. "The intangible part of it is the magic and the art."

The new job titles may or may not remain, said Webber, whose magazine runs a standing feature called "Job Titles We'd Like to Have."

What will survive, he said, is "the fundamental recognition that you need some people in the organization who are responsible for capturing what the organization knows and leveraging it and spreading it -- that's going to stay with us."

GRAPHIC: Illustration, linda helton for The Washington Post; Illustration, The Washington Post, TERMS OF INTELLECT From a glossary of terms for intellectual capital from Skandia Insurance Co. Ltd. in a report to investors: Core processes: Strategically unique value-creating processes. Customer capital: The value of the company's relationships with investors. IT literacy: The employees' competency in using information technologies. Innovation capital: Renewal of strength in a company, expressed as intellectual property and other intangible assets. Organization capital: Systemized and packaged competence, plus systems for overaging the company's innovative strength and value-creating organizational capability. Value chain: A concept developed by Michael Porter to illustrate a company's value-creating ability, illustrated as a flow chart.

LANGUAGE: ENGLISH

LOAD-DATE: August 18, 1996

LEVEL 1 - 102 OF 205 STORIES

Copyright 1996 Newsday, Inc.
Newsday

August 17, 1996, Saturday, ALL EDITIONS

SECTION: PART II; Page B01

LENGTH: 2142 words

HEADLINE: THE IMPORTANCE OF HOPE / IT FOSTERS CONFIDENCE AND DIMINISHES ANXIETY
- AND WHAT'S MORE, YOU CAN CHOOSE TO EMBRACE IT. S: 1) WHAT'S YOUR HOPE
QUOTIENT? 2) FACING DIFFICULTY AND TAPPING INTO DREAMS

BYLINE: By Suzanne Curley. STAFF WRITER

BODY:

... old skin . . . still clinging to our ankles. That I and all that I love
are inseparable forever; and that I deeply love courage and creativity and the
boldness to try something new..." Trusting in the Future HOPE IS THE belief that
the future you imagine can become reality, according to the ...

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Chicago Tribune

August 14, 1996 Wednesday, NORTH SPORTS FINAL EDITION

SECTION: METRO CHICAGO; Pg. 10; ZONE: N

LENGTH: 126 words

HEADLINE: SIGMUND KOCH, 79, WHO WROTE IMPORTANT HISTORY OF PSYCHOLOGY

BYLINE: The Boston Globe.

DATELINE: BOSTON

BODY:

Sigmund Koch, a psychologist and philosopher who wrote and edited a landmark
six-volume history of psychology before turning his attention to the processes
involved in artistic creativity, died Saturday in a nursing home. He was 79.

Mr. Koch, of Wellesley, Mass., was a professor at Boston University, where he
compiled the BU Aesthetics Research Archive, a unique collection of videotapes
on which novelist Saul Bellow, playwright Arthur Miller and other artists
discussed their understanding of the creative process.

The New York City native earned a master's degree at the University of Iowa
and a doctorate at Duke University.

As a young man, he aspired to be a poet. One of his closest friends in
college was poet Delmore Schwartz.

LANGUAGE: ENGLISH

LOAD-DATE: August 14, 1996

LEVEL 1 - 149 OF 205 STORIES

Copyright 1996 The Jerusalem Post
The Jerusalem Post

August 14, 1996, Wednesday

SECTION: ECONOMICS; Pg. 6

LENGTH: 3000 words

HEADLINE: Young, Restless and Inventive

BYLINE: Judy S. Itzkovich

HIGHLIGHT:

Some of the world's most promising entrepreneurs showed up in Jerusalem last week

BODY:

Coming into this world a few generations after Thomas Edison, Guglielmo Marconi or Alexander Graham Bell may be an inventor's nightmare, but that doesn't mean humanity has become short of people obsessed with entrepreneurial creativity.
The Jerusalem Post, August 14, 1996

In fact, those heroes might have felt at home last week in the Jerusalem Theater, where a multinational crowd of adolescent business pioneers gathered for the Seventh European Young Enterprise Company of the Year Competition.

The road to one's first million dollars may begin with a piece of plastic, shaped like a figure-eight, that holds pairs of socks together in the washing machine and drier or on the clothesline. If it doesn't make them rich, developing, manufacturing and marketing this simple but useful product at least taught a group of Danish teens valuable lessons about the world of business. It also gave the event's high powered sponsors -- Bezeq, Tadiran, Telrad and Pelephone -- and a host of dignitaries from three continents sufficient reason to bask in those youngsters company.

The 16- and 17-year-olds from Denmark won first prize among the event's 17 delegations, before the Israeli group's "Flexigon" (Gemishushon in Hebrew) -- an innocent-looking, flat hexagon made of paper that, when manipulated in various ways, discloses six different faces. Headed by 16-year-old company chief executive officer Michal Weiss, the Israelis aimed their attractive product at big organizations and enterprises, such as Kupat Holim Clalit and Bank Leumi, who have purchased tens of thousands of the Flexigons to hand out free to customers and promote themselves.
The Jerusalem Post, August

Young Enterprise Europe was established in 1991 as an association of national organizations united by the common purpose of educating young people about business through the real-world experiences of running their own companies with advice from volunteers from the business community. In Israel, the local organization was initiated in 1994 by Yona Fogel, head of marketing and strategic development at Bank Leumi, and is based at Jerusalem's Van Leer Institute.

Thousands of Israeli high school pupils who devised services or products and established mini-companies to produce and market them competed for the right to run the the international competition; the teenagers from the Rishonim High School in Herzliya were selected as the Israeli delegation.

THE IDEA of the competition is not to invent something that didn't exist before -- I purchased plastic sock holders (albeit single circles holding two socks together rather than in the shape of an 8) in a Geula-quarter hardware store not far back. Instead, the young entrepreneurs were charged with thinking

up a useful idea and developing it through the marketing stages.

Showing a bit of a profit would give them extra points as well.

Among the other offerings were wind chimes made from recycled materials (Britain), table lamps (Ireland), pocket calendars (Estonia), wooden shelves to hold bottles of spices (Belgium), natural rope jewelry (Hungary), office gifts and medals (Holland), greeting cards (Latvia), chicken-shaped dolls (Moldova), display cases (Malta), fire alarms (Sweden) and an emergency computer-repair service (Germany). The Eastern European delegations, who are not yet official members of Young Enterprise Europe, competed as guests, and Poland was chosen number-one guest delegation for its decorated baskets. The Eastern European teenagers impressed Israelis with their keen awareness of products that would appeal to the free market.

Each delegation has, since setting up their businesses several months ago, received expert advice from local businesspeople -- but the main ideas and final decisions were their own.

The 12 teenage girls who formed the British delegation and were driven by a spirit of environmental awareness tied for third place. Their company, Milieu, which is headed by Rachel Brown., made a profit of some 239 British pounds from their wind chimes, which they created from scrap material. They donated most of the profits to charity, and divided the rest among themselves. "Our shareholders made a profit of 20 percent," said Brown with pride. The Je

The German delegation, also in third place, established the Computer Klinik computer services. The four teenage boys rushed to customers' homes even on nights and weekends to fix broken PCs. "We are customer oriented," said the director of the company, which is only six months old. "Now it's a part-time job for us, but it looks like the demand is great and we'll be establishing a real business when we finish school. Given the high unemployment rate of young people in Europe, our example of initiative should be taken by others," he said.

The Israeli group, whose company is called the Eighth G, worked afternoons, nights and weekends to develop their Flexigon.

Producing the unusual paper game was harder than they thought. At first, they were told that developing a machine that would print, cut and fold the shiny paper into Flexigons would take two years to build and an investment of \$ 500,000. But they managed to find a much cheaper way and raised money by selling office supplies, cakes and cotton candy. The bank and the health fund at first were taken aback by the brash youngsters who offered them their product. But they quickly realized that the hexagons, whose faces are not so easy to reveal, would be a hit among adults and children alike. Weiss' company donated Flexigons to pediatric wards in hospitals. "The young patients loved it," she said.

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The New York Times

August 14, 1996, Wednesday, Late Edition - Final

NAME: Sigmund Koch

SECTION: Section B; Page 8; Column 5; National Desk

LENGTH: 727 words

HEADLINE: Sigmund Koch, Psychologist And Philosopher, Dies at 79

BYLINE: By KAREN FREEMAN

BODY:

Sigmund Koch, a psychologist and philosopher who put together a widely recognized multivolume work assessing the state of psychology at mid-century, and then turned from those mainstream theories to espouse a less reductionist and more humanistic approach, died on Saturday in a nursing home in Brookline, Mass. He was 79 and lived in nearby Wellesley, Mass. The Ne

Dr. Koch, a University Professor at Boston University, spent much of his career using brisk analyses and a biting wit to critique those who sought insight into the human condition by, as he described it, watching rats negotiate mazes -- the behaviorists -- even though he began his psychology research as one of their number.

Dr. Daniel N. Robinson, chairman of the psychology department at Georgetown University, described Dr. Koch's change in direction this way: "As he inhaled the toxins of a simplistic psychology, he exhaled some of the finest criticism that the discipline would produce."

The latter part of Dr. Koch's career was devoted to building bridges between psychology and the humanities, seeking what he called a "deeper human context." He built an archive of videotaped interviews in which he spent hours with artists from various fields, seeking to understand the creative impulse. His subjects included the novelists Saul Bellow and Toni Morrison, the playwrights Edward Albee and Arthur Miller, and composers, choreographers and performers.

But it was perhaps his critical analyses that brought Dr. Koch the most attention. The New York Times, August 14, 1996

"There was nothing dry about Koch," said Dr. Frank Kessel, a program director at the Social Science Research Council and a longtime friend. "His use of the language was extraordinary. The mainstream didn't exactly find Koch endearing because he was so sharply critical in such a passionate way. It's ironic because he edited the volumes that encapsulated the field."

As a teen-ager, Sigmund Koch hoped to be a writer, perhaps a poet, but he put those ambitions aside to pursue a scientific career, studying philosophy and psychology at New York University, and receiving a master's degree from the University of Iowa in 1939 and a Ph.D. from Duke University in 1942.

While he was teaching at Duke in 1952, the American Psychological Association asked him to compile a work that would be, in effect, a status report on the field. As the editor and project director, he published the six-volume "Psychology: A Study of a Science" (McGraw-Hill) from 1959 to 1963, and also contributed to it.

Even as he worked on the project, however, Dr. Koch was yearning to move psychology closer to the humanities. He said later that the study, known worldwide, gave him the credentials he needed to challenge accepted approaches in the field and to try new directions. The New York Times,

"Could I have allowed my thinking to become quite outre, if not for the respectability loaned me by association with that augustly sponsored and glittering enterprise?" he asked in a speech to the psychological association in 1977.

He wound up as part of the world of artists and writers when he served as director of the Program in the Humanities and the Arts for the Ford Foundation from 1964 to 1967. That whetted his appetite for understanding the urge to

create.

He compiled his film archive of writers and artists from 1983 to 1988 at Boston University. In 1992 he said that in the 17 8-to-10-hour videotape productions that resulted, he found that "creativity had common characteristics across the different fields.

With all the subjects, Dr. Koch said, "the self disappears" in the act of creating art. He said that everyone was capable of reaching such heightened mental states but that "few have learned to husband them for creative purposes, and some do not even note the difference between this condition and their more usual goal-oriented daily striving." The New York Times, Au

While he sought less rigid avenues for psychological research, he was skeptical of approaches he considered simplistic, and he became a caustic public critic of the encounter movement popular in the 1960's and 1970's. He was always suspicious of "some idea that there would be some kind of trendy theory that would take account of everything in the universe," Dr. Robinson said.

Dr. Koch is survived by a son, John, of Cambridge, Mass.; a daughter, Katherine, of Highland Park, N.J., and two grandchildren.

GRAPHIC: Photo: Sigmund Koch

LANGUAGE: ENGLISH

LOAD-DATE: August 14, 1996

LEVEL 1 - 179 OF 205 STORIES

Copyright 1996 PR Newswire Association, Inc.
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August 12, 1996, Monday

SECTION: State and Regional News

DISTRIBUTION: TO NATIONAL AND EDUCATION EDITORS

LENGTH: 900 words

HEADLINE: Inventure Place And BF Goodrich Announce Winners In Collegiate Inventors Competition

DATELINE: AKRON, Ohio, Aug. 12

BODY:

Inventure Place/National Inventors Hall of Fame and The BFGoodrich Company (NYSE: GR) announced today the winners of the sixth annual BFGoodrich Collegiate Inventors Program. The competition selects the best inventions submitted by graduate and undergraduate students in universities and colleges across the United States.
PR Newswire, August 12, 1996

Winning students were from Dartmouth College, Illinois Institute of Technology, Oregon State University, University of California at Riverside, Wayne State University School of Medicine and Yale University.

They will receive their awards on September 20 in Akron, Ohio, as part of a program highlighting induction ceremonies for the National Inventors Hall of Fame. Since the competition began in 1990, 25 students have won awards. Winners in the "All-Collegiate Category" will receive a cash award of \$5,000, and their advisors will receive \$2,500. Winners in the

"Undergraduate Category" will receive \$1,000, and advisors will receive \$500.

Those entering this year's competition were required to be full-time students and submit their inventions by June 4, 1996. Entries were received from 41 U.S. colleges and universities. Following are the winners and their inventions:

ALL-COLLEGIATE CATEGORY

Jonathan S. Hott, Wayne State University School of Medicine. "A Skeletal Muscle-Specific Protein for the Treatment of Focal Muscle spasm." This invention is a new drug for the treatment of muscle-spasm disorders and offers a safer, more permanent alternative to existing drug therapy. Advisor: Richard J. Youle, Scientific Consultant, George Washington University, and Chief, Biochemistry Section, National Institutes of Health.

Eric S. Gilbert, University of California, Riverside. "Development of a PCB Bioremediation Process Based on Chemicals Contained in Spearmint." This invention is a low-cost technology for environmental clean-up of PCB-contaminated soil. Advisor: David E. Crowley, Assistant Professor, Department of Soil and Environmental Sciences.

Peter S. Langner, Oregon State University. "Punch and Die Raised Figure Embossing Assembly." This specialized printer enables blind people to use a personal computer to print out their work in high-resolution, raised graphics and Braille. Advisor: John A. Gardner, Professor, Department of Physics.

UNDERGRADUATE CATEGORY

Megan A. Crosby, Angelos J. Dassios, J. Andrew Culp, John G. Wilde, Dartmouth College. "The TredChair." This invention is a portable, collapsible chair that allows a single emergency medical technician to transport a medical patient down the stairs of a multi-story residential building or over hilly terrain to a waiting ambulance. Advisor: John P. Collier, Professor, Thayer School of Engineering.

Jason L. Annes, Nathan Ballou, Ryan Ritter, Illinois Institute of Technology. "Ozone Generator for Reduced Auto Emissions." This invention injects ozone into the intake of an automobile engine using an ultra-lean air/fuel mixture, resulting in improved fuel economy and a decrease in harmful

emissions of carbon monoxide, nitrous oxides and hydrocarbons. Advisor: Francisco Ruiz, Associate Professor, Department of Mechanical, Materials and Aerospace Engineering.

Gregg E. Favalora, Yale University. "Multi Planar Autostereoscopic Imaging System." This invention provides non-holographic, three-dimensional images which can be displayed or viewed without the use of goggles or other viewing devices. Advisor: Peter J. Kindlmann, Professor Adjunct, Department of Electrical Engineering.

HONORABLE MENTION

Michael A. Daley, Chris Mangun, University of Illinois at Urbana-Champaign. "Nanoporous Composite Fiber Assemblies." An effective, low-cost method for absorbing pollutants from industrial waste streams and the environment. Advisor: James Economy, Professor and Head, Department of Materials Science and Engineering.

Jun Zhao, The Ohio State University. "A multichannel Fourier Transform Raman Spectrometer." An improved Raman spectrometer, providing an instrument with more reliability, sensitivity and better resolution than others currently available. Advisor: Richard L. McCreery, Professor, Department of Chemistry.

Stephen L. Canfield, Virginia Polytechnic Institute and State University. "Carpal Robotic Wrist." An improved wrist for robotic equipment with the

ability to lift heavy objects. Advisor: Charles F. Reinholtz, Professor,

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Creative Resources Fall 1996