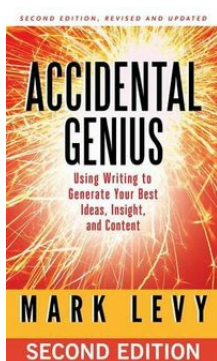


ACCIDENTAL GENIUS: USING WRITING TO GENERATE YOUR BEST IDEAS, INSIGHT, AND CONTENT

When it comes to creating ideas, we hold ourselves back. That's because inside each of us is an internal editor whose job is to forever polish our thoughts, so we sound smart and in control, and so that we fit into society. But what happens when we encounter problems where such conventional thinking fails us? How to get unstuck? For Mark Levy, the answer is freewriting, a technique he's...



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I ask why they picked that particular failing strategy. A common answer: They say that they heard that it was a perfect strategy, an A-strategy, for getting word out about a company. Everyone is using it. What they haven't taken into account, though, is their own disposition, talents, and resources. Their own readiness. Businesses are like individuals. What's perfect for one is awful for another. There is no such thing as an objective...

Reader's Opinions

I'd rate the idea much higher than the book itself. I have no doubt, confirmed from my own experience plus what I have learned about how the brain works, that conscious activities can free the subconscious to spew out creative ideas that can be later acted on by the conscious mind. The book, however, could have been delivered as a 1-page...