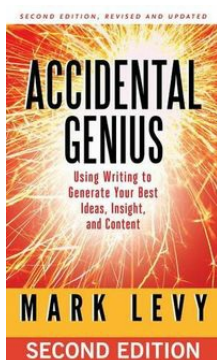


ACCIDENTAL GENIUS: USING WRITING TO GENERATE YOUR BEST IDEAS, INSIGHT, AND CONTENT

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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 havent taken into account,...

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Here is the core of the idea: free-writing is good. That's really it. With no Science to back it up, it just turns into a book of anecdotes and techniques on more free-writing. Do not get me wrong. Free-writing makes sense. I simply do not understand the purpose of publishing a book when it could be summarized in a blog post.

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