



Helpful Stuff

Books on Creativity and Idea Development

The Business Side of Creativity - Cameron Foote

How the Paper Fish Learned to Swim: A Fable About Inspiring Creativity and Bringing New Ideas to Life - Jonathon Flaum

IdeaSpotting - Sam Harrison

Juicing the Orange - Fallon and Senn

The Little Blue Book of Advertising - Steve Lance & Jeff Woll

Serious Creativity - Edward De Bono
(Step-by-step approach to creativity on demand)

Six Thinking Hats - Edward De Bono

Thinkertoys - Michael Michalko

What Sticks - Briggs & Stuart

Zing! - Sam Harrison
(Five steps and 101 tips for creativity on command)

Caffeine for the Creative Mind - Stefan Mumaw & Wendy Lee Oldfield
(250 exercises to wake up your brain)

Interesting and Useful Web Links

www.ideasmore.net www.ideasmoreblog.com www.advertisingage.com

www.onlyinhouston.com www.aafhouston.org www.iabchouston.com

www.debonogroup.com www.adobe.com www.apple.com

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