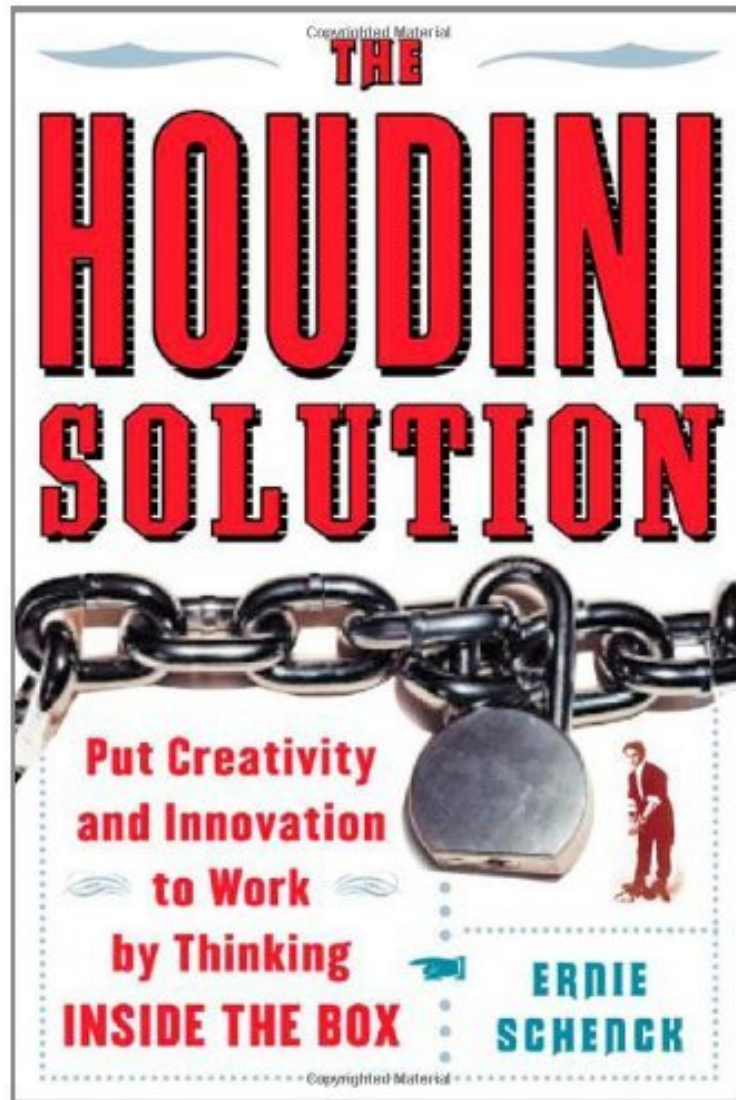


The Houdini Solution: Why Thinking Inside the Box is the Key to Creativity

Ernie Schenck

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Ernie Schenck : The Houdini Solution: Why Thinking Inside the Box is the Key to Creativity before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Houdini Solution: Why Thinking Inside the Box is the Key to Creativity:

1 of 1 people found the following review helpful. Inside-OutBy PauliIf you are seriously into problem solving and creativity, this is not a very good book. The Houdini Solution is based on the presumption that the conditions (box) of a problem can serve as a recipe for solving it. Hence the thinking inside the box subtitle. Defining your problem and knowing its boundaries and conditions - analyzing - is a very important step in gaining insight in any creative

undertaking. But it will never (really never ever) leave you with a formula for solving the problem. Even the tightest conditions leave an infinity of solutions to any problem. The Houdini Solution chooses to pretend the hardest part in problem solving - generating an idea - does not exist as part of creativity. It is a shame because the premise "Put Creativity and Innovation to work..." is very interesting, since channeling creativity and innovation towards a well defined goal can be true challenge for many companies. And then there's the Inside the Box thinking. Every time the book references an Inside the Box example, it really is referring to good old old-fashioned Out of the Box thinking. What is nice about the book though, is that it presents some rather interesting cases, which, unfortunately, are misinterpreted often as an ingenious Inside-the-Box alternative for addressing creativity as a means to problem solving. 0 of 0 people found the following review helpful. Houdini Solution ~~ WOW ! By Happy Buyer :-)

What an eye opener. How very clever Houdini was in marketing himself... Some of his practices were a little off color and I would not put to use, but it gave me insights as to how to come in the "back door" and approach a concept to an audience. I am growing more confident that I will soon be able to attract and hold the interest of the market I am trying to appeal to. I simply desire to hold the hearts of women in crisis long enough so they will catch on to what it is truly like to be free in the Lord. I know God works in people's situations much of the time, but I got good insight on how I could improve my approach to women wanting a better life. This audio book was recommended to me and I am very glad I purchased it. Peace !

0 of 0 people found the following review helpful. Great book By Kelly

Great book to have with Kindle App, clear and useful. Starting to recommend people getting e-books cuz it's easy to carry around with any kind of device with Kindle app. No more carrying heavy books around.

Transform the shackles of conformity into the tools for generating amazing, unconventional results Houdini performed his greatest tricks within the confines of a box. Now one of the advertising industry's brightest and most innovative stars shows you how to do likewise: to use the power of thinking inside the box to unleash the power of innate creativity. Who hasn't been extremely creative when boxed into an exceedingly tight deadline or budget? The Houdini Solution introduces a radical theory of how to generate more focused and powerful ideas by accepting, and even thriving on, constraints instead of being controlled by them. Filled with inspiring anecdotes and intriguing exercises that will yield surprising results, this book will spur you on to unleash the full power of your creativity, work magic in the workplace, and succeed beyond your wildest dreams.