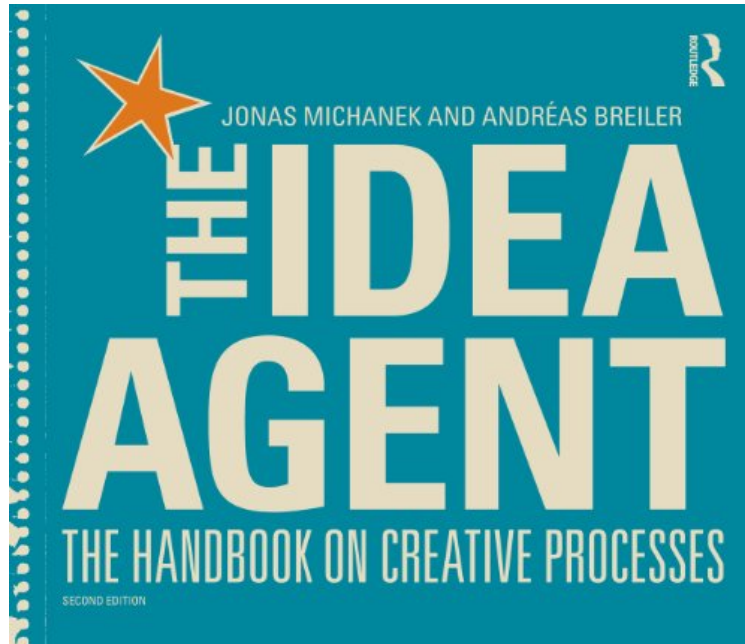


## The Idea Agent: The Handbook on Creative Processes

Jonas Michanek, Andreas Breiler  
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**Jonas Michanek, Andreas Breiler : The Idea Agent: The Handbook on Creative Processes** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Idea Agent: The Handbook on Creative Processes:

0 of 0 people found the following review helpful. but good strategies. By Telk Bedminster Simply put, but good strategies. 0 of 0 people found the following review helpful. Practical guide to make creative processes take off By Customer Great tool when you want to go beyond brainstorming with post-its and really create something new with groups that are easy to work with - as well as the other kind. I have used the tools and techniques as a consultants with a multitude of clients and groups and have never been let down. Giving the ease of use and application it has become my personal reference-book when working with groups in creative processes. Unlike a lot of other books in this genre, these guys really let's the reader in on "all the secrets" - they have obviously been in the corporate creative trenches themselves. In my experience it helps both amateurs (yes, I have been one too) and pros achieve good results. 0 of 0 people found the following review helpful. HANDS-ON BOOK TO SPARK NEW IDEAS AND PERSPECTIVES By K. Arentoff This is a "hands-on" must read book when it comes to Innovation and Ideation. There are so many books out there on the topic - but here the information is easy accessible and at the same times the books approach, perspectives and methods gets you to reflect what really sparks new ideas and how we can move from "well thought ideas" to "realization and impact". It is playful in its approach and then it is one of these books that you turn back to again and again

The Idea Agent is a practical idea management handbook, aimed at people who want to take an active role in creative processes across all areas. It combines the creatively wild with the rationally structured techniques and innovation to provide readers with a varied toolbox of proven idea management

methodology. From discussing how to identify a problem or opportunity, to describing techniques for idea creation, it offers a step-by-step guide to building creative concepts for the marketplace. With built-in exercises and applications, this book is an ideal working companion for any innovator.

**About the Author** Jonas Michanek Jonas is a serial entrepreneur, writer and speaker with the world as his playground. He has founded the innovation consultancy, Ideacutelaboratoriet, which has worked with clients on all continents of the globe and brands like Ericsson, IKEA, Tetra Pak and Sony. He has also founded organizations like the food innovation agency Food To Happen, the non-profit SE Forum (Social Entrepreneurship Forum) and the grass root foundation Innovation Circus. Jonas has a B.A. from Uppsala University, has attended the Kaospilot program and has a Global EMBA from Stockholm School of Economics. He has written and co-written several books on entrepreneurship, innovation and the creative industries. In his spare time he has also been working as a TV- and Radio-host. Andreacuteras Breiler Andreacuteras has had a successful career in the IT industry, with expertise in concept development, project management and software training programs. His previous employers include IBM, Framfab, Alfaskop and The Swedish Consulting Group. He is a natural educator and his strongest competencies include facilitating complex processes and running innovation-training programs. Ideacutelaboratoriet is the second company that he has founded.