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THE BESTSELLING CREATIVITY CLASSIC
ENHANCED AND REVISED FOR THE 21ST CENTURY

Roger von Oech

A Whack on the Side of the Head

How You Can Be
More Creative



"Very refreshing... a book about how to
get through life!"—Richard Bolles,
author of *What Color Is Your Parachute?*

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A Whack on the Side of the Head: How You Can Be More Creative

Roger Von Oech , George Willett (Illustrator)

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Puzzles, anecdotes, exercises, cartoons, questions, quotations, and stories help readers break through mental blocks and unlock the mind for innovative problem solving and creativity.

A Whack on the Side of the Head: How You Can Be More Creative Details

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From Reader Review A Whack on the Side of the Head: How You Can Be More Creative for online ebook

Cristobal says

An excellent book filled with practical exercises on how to unleash creative thinking. It's a book that merits more than one thoughtful reading.

Don Gubler says

Lots of good ideas on how to be creative and improve your creative thinking.

Judy says

This is a wonderful book for anyone - teachers, office workers, students, salesmen - anyone can get something helpful out of spending a little time with this book. It gives you methods for looking at problems from outside the box - WAY outside the box in some cases! But it can help you break out of the, "we've always done it this way..." solutions to problems!

Tatjana says

I read this book in a couple of hours.

It's an older book that has been on my shelves for an age. Maybe two ages. It's the 1983 version and lacks the slick, over-designed look of today's books. It has comments by people relevant at the time. In fact, it was from a time when our industries were still relevant. Before we started truly believing that Americans are no longer innovative industrialists.

This book made it clear to me what thinking has made it so.

This book also made it clear how I've participated in the way of thinking that prohibits true innovation.

It's a marvel. Really. Everyone needs to pick up a copy of this book and read it. There's nothing startlingly new in it. Even the way it's illustrated is a little old school and kitschy.

It says everything you need to know succinctly without dragging on and on. It keeps it simple. You will want to start every meeting with puzzles after reading this book. It will make you consider your black and white thinking, even if you think you don't have any. You will go for a walk/run/swim/bike ride with your eyes wide open, excitement filling your brain like you've suddenly woken up after a really long nap. You will feel ready to DO not just to study.

You will close your laptop and go make something.

You will.

Seriously. Read. This. Book.

Michael says

Recommended for everyone. If God is the Creator and we're made in His image, then to be creative is to be more like God. This book is a fun and practical guide to awakening and encouraging your creative side.

Todd says

This book was included in my book: The 100 Best Business Books of All Time. www.100bestbiz.com

Eric Maziade says

Loved that one. I bought a few extra copies and gave to a few of my most creative friends.

This book gives a few tricks to unlock creative potential, as well as guidelines on how and when to use your creativity.

Carl King says

This is a classic. I don't know what else to say, but definitely read this if you intend to have a creative career.

Rhys Leclair says

Very approachable in that you can basically open to any chapter and jump right in. Also check out the "Creative Whack Pack" cards, great for brainstorming.

Karen Burton says

Of all the "how to" books I've read, this is the one that really stuck with me. I often think of the simple principles so vividly presented in this book, and employ them at every opportunity. Stuck in a rut? Drive a different way to work, take a different set of stairs, shop the grocery store in the opposite direction of the way you normally go. Most memorable is the exercise in looking at common, every day experiences in a new way. For example, a revolving door as a merry go round. I read this book more than 20 years ago, but still smile every time I enter the "merry go round" at the office. Sometimes we just need a "whack on the side of the head".

Stacey says

Lots of tips and strategies for jump-starting your students' creativity.

Kathleen says

This was honestly an awesome book I read after it was given to me from a work colleague. It helps you look at things differently, problem solve differently, etc. I think this would be a great tool for anyone in any field of work- from real estate, to legal work, to being a stay at home mom. It's an easy read and one that can be read quickly-

Steve says

I re-read it every few years. It makes me feel centered and is a wellspring of great ideas.

Mary says

This is a book to always come back to. When I am in a slump and not feeling "it" I turn to Roger Von Oech. A mentor 16 years ago highly recommended this book. It is one of the well worn books on my shelf!

Steven Cole says

I read this because Mark Rosewater (of Magic the Gathering fame) recommended it in a number of his podcasts.

It's sort of a self-help book for people who want to be more creative. Or a study in the whys and wherefores of creativity. And if you're truly in a position where constantly reinventing your approach to become essentially institutionally (or even industrially) creative, this book has a lot of great approaches.

For the rest of us... It's nice to look back on when we're stumped about stuff, I suppose... But I'm not certain I take anything away from it directly. Maybe the next time I'm stumped on something it'll help, but in all honesty, it's been quite a while since I've been that kind of stumped. Perhaps rather than "more creative", what I truly desire in my own projects is "more artistry", which this book doesn't really address.

Anyway: it's got some nifty thoughts. It'll sit in the back of my mind for a while, and I probably won't trade the book away, so that I can come back to it in the future. It spoke truth, not shyster-ism, to me.

3 of 5 stars.
