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# The Idea Book



## Synopsis

A book on creativity should not be like other books. The Idea Book is 150 pages of ideas, 150 empty pages for your own idea. It's an idea book. The book part consists of 63 different chapters on how you can develop new ideas. Every chapter ends with a practical activity, or exercise, where the reader can practice the lesson of that chapter. The book is full of stories, anecdotes, and quotes about how to generate ideas. The notebook part is a place for you to work on and store your best ideas. Follow the tradition of a long line of creatives who have used a small, black notebook to catch their ideas. The combination of creativity boosts from the chapters, and a beautiful notebook for your ideas makes The Idea Book the perfect companion for anyone who wants to nurture their creativity.

## Book Information

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Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (12 customer reviews)

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## Customer Reviews

I had the privilege to see Fredrik Haren speak at a conference and I was so inspired that I immediately purchased his book. This book helps you think about problems, work and life from a different perspective. Great book!

It's easy to stop being creative in the day to day tasks. This book really helps you get back to having a more free moving mind and inspires you to rethink, improve and create new solutions, services or products. This has been my present I give to all my new clients for many years now and everyone loves it no matter what industry they are from. In one word; Kickass!

So you think you have all the ideas in your mind and can rake it up anytime, anywhere? Think again...Our memory banks are built in a LIFO manner. i.e. We find it easy to remember or recall what went in last. Think about it : What did you have last wednesday for lunch? Now, what did you have yesterday for dinner? Which is easier to recall?So here comes the purpose of having an idea book : I can retrieve my memories, my inspiration and my ideas in a giffy. But did I mention hefty? Yes, at \$35 good ones it seems costly to pay for an idea book or a notebook to be frank. But then again, what about some stories to stir that inner magic of yours and take what really matters to the next level. Priceless.It's meaty, it's heavy but it's going to feed thoes ideas you had long thought of but never exhalted. Here's your chance.In essence, this book is not a miracle, nor is it magically. Rather, it's a catalyst for one to exploit and realise what this world now truly needs - a good idea.

I really like the short different stories that Fredrik describes in his book. It's not really a reading book but more an inspiration book that shows the large variety of how creativity can help the world. You can open it, read one story, stop reading, reflect, make some notes and open the book again on another page. Certainly recommended.

A truly inspiring and "different" book on everyday themes! With lots of blank pages to fill in. Use the book. It's loonging to get USED.I have also other books from the same author. As a songwriter these book are indispensableâ |!

This was an excellent book and I greatly enjoyed reading it. I use it to make short notes. Keep up the good work and I look forward to reading more of your books.Prasanna PereraSri Lanka

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