



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

By Roger von Oech

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This is the 25th anniversary edition of the creativity classic by Dr. Roger von Oech.

Over the years, A WHACK ON THE SIDE OF THE HEAD has been praised by business people, educators, scientists, homemakers, artists, youth leaders, and many more. The book has been stimulating creativity in millions of readers, translated into eleven languages, and used in seminars around the world.

Now Roger von Oech's fully illustrated and updated volume is filled with even more provocative puzzles, anecdotes, exercises, metaphors, cartoons, questions, quotations, stories, and tips designed to systematically break through your mental blocks and unlock your mind for creative thinking. This new edition will attract an entire new generation of readers with updated and mind-stretching material.

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About the Author

Roger von Oech is the president of Creative Think, a California-based consulting firm that has conducted creativity seminars with such companies as American Express, Apple Computer, AT&T, CBS, IBM, NBC, and NASA. He earned his doctorate from Stanford University in a self-conceived program in the history of ideas.

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