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For Immediate Release

## How to Get Ideas

By Jack Foster

Illustrated by Larry Corby

New Expanded Edition

**Bigger. Wittier. Richer. Wiser. Cooler. Savvier. Better.**

*"Quite simply, the best book on creativity I have ever seen."*

—Ron Hoff, author of *I Can See You Naked: A Fearless Guide to Making Great Presentations*

Where do ideas come from, anyway? Why do so many people get so many of them? Is there some secret technique to getting more of them? *How to Get Ideas* answers these questions. And it shows you—no matter your age or skill, your job or training—how to come up with more ideas, faster and more easily.

First, Jack Foster tells you how to condition your mind to become “idea prone”; how to make the child within you and your sense of humor work for you; and how to develop your curiosity, visualize your goals, rethink your thinking, combine different ideas, and overcome your fear of rejection.

Then he gives you a five-step procedure for solving problems and getting ideas, a proven method that takes the mystery and anxiety out of the idea-generating process, a procedure that works.

This revised and updated edition features two new chapters: “Rejoice in Failure,” explaining why truly creative people make failure a friend; and “Team Up with Energy,” detailing the tricky business of generating ideas in groups.

Foster ingeniously weaves together examples, stories, and quotations (by everyone from Leonardo da Vinci to Woody Allen) to provide insight, inspiration, and hands-on experience in the creative process. Featuring whimsical illustrations and a relaxed, witty style, *How to Get Ideas* will enable you to unleash your inner Einstein.

***More...***

**Jack Foster** spent thirty-five years working in the creative department of major advertising agencies; the first ten as a writer, the last twenty-five as a creative director. He helped create advertising for over a hundred companies including Carnation, Mazda, Sunkist, Mattel, ARCO, Suzuki, Denny's, and Universal Studios. He won dozens of advertising awards, including being named Creative Person of the Year by the Los Angeles Creative Club.

***How to Get Ideas***

**By Jack Foster**

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