



Helpful Stuff

Books on Creativity and Idea Development

The Business Side of Creativity - Cameron Foote

*How the Paper Fish Learned to Swim: A Fable About Inspiring Creativity and Bringing
New Ideas to Life* - Jonathon Flaum

IdeaSpotting - Sam Harrison

Juicing the Orange - Fallon and Senn

The Little Blue Book of Advertising - Steve Lance & Jeff Woll

Serious Creativity - Edward De Bono
(Step-by-step approach to creativity on demand)

Thinkertoys - Michael Michalko

What Sticks - Briggs & Stuart

Zing! - Sam Harrison
(Five steps and 101 tips for creativity on command)

Interesting and Useful Web Links

<http://www.ideasmore.net> <http://www.adweek.com> <http://www.advertisingage.com>

<http://www.cynapsus.com> <http://online.wsj.com> <http://www.onlyinhouston.com>

<http://www.aafhouston.org> <http://www.aaf10.org> <http://www.iabchouston.com>

<http://www.4guys.com> <http://www.marketingsyndicate.net> <http://www.purplelist.com>

<http://www.creativeaccountability.com>

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