



# 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.createmagazine.com>   <http://online.wsj.com>   <http://www.onlyinhouston.com>

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

<http://www.ivysea.com>   <http://www.psfk.com>   <http://www.purplelist.com>

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