



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

www.ideasmore.net www.adweek.com www.advertisingage.com

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

www.aafhouston.org www.aaf10.org www.iabchouston.com

www.4guys.com www.creativeaccountability.com www.purplelist.com

www.heywhipple.com www.debonogroup.com/edward_debono

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