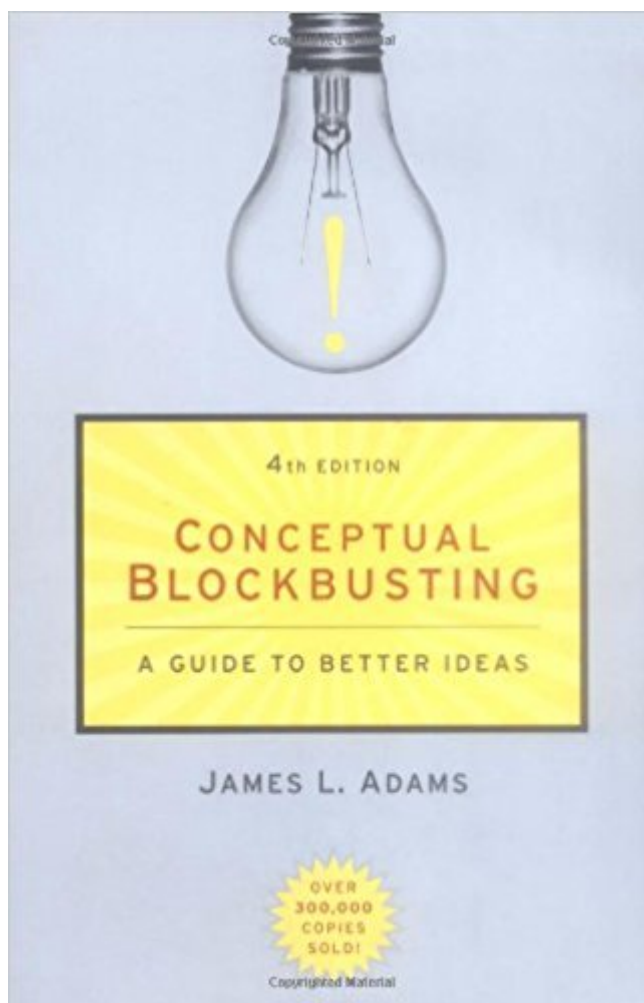


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# Conceptual Blockbusting: A Guide To Better Ideas



## Synopsis

James Adams's unique approach to generating ideas and solving problems has captivated, inspired, and guided thousands of people from all walks of life. Now, twenty-five years after its original publication, *Conceptual Blockbusting* has never been more relevant, powerful, or fresh. Integrating insights from the worlds of psychology, engineering, management, art, and philosophy, Adams identifies the key blocks (perceptual, emotional, cultural, environmental, intellectual, and expressive) that prevent us from realizing the full potential of our fertile minds. Employing unconventional exercises and other interactive elements, Adams shows individuals, teams, and organizations how to overcome these blocks, embrace alternative ways of thinking about complex problems, and celebrate the joy of creativity. With new examples and contemporary references, *Conceptual Blockbusting* is guaranteed to introduce a new generation of readers to a world of new possibilities.

## Book Information

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## Customer Reviews

James L. Adams is professor emeritus at Stanford University, where he has chaired several programs, taught courses on design and creativity, and participated in many executive programs. Trained as an engineer and artist, he has conducted corporate workshops around the world. He lives on the Stanford campus.

The book is really great. I got it for a design trip that I was taking to Boston and it was a perfect plane ride. The book gives you activities to do along the way which is perfect if you sometimes start

falling asleep while you are reading a book. I highly recommend the book as a creative professional.

My dad gave me a copy of this book for Christmas in 1978 when I was a junior in college. I enjoyed reading it then, and I've read it numerous times since. I can say now with some length of perspective that in my opinion it's a definitive classic on this topic and I'd say it is probably the most influential single book in my engineering career. It's enabled me to think of things of that no one else does, and more often than not it's because of ideas I picked up here. The solutions are enduring too. The nine-dot problem, the ping-pong ball in the tube, the spacecraft panels opening without a damper are examples I think back to when faced with technical challenges that have no apparent easy answer. I cringe inside when people want and push for systematic and methodical ways to solve problems. It's almost a religion to some that the pretense of an imagined rigor akin to mathematical proof will always lead them to "correct" answers. It's not that those methods are wrong but they're quite incomplete and tend to only reinforce the mental blocks you already have. If you want to unconfine your thinking and leverage the power of both halves of your brain, then put this book in your cart, buy it, and read it.

I think just about anyone could benefit from being made more aware of their mental blocks which can tint the world a certain color or keep them from seeing solutions to their problems. This book does a pretty good job in helping with that.

The author does an excellent job of exposing the reader to alternative strategies to both enhance the qualities of one's ideas and to navigate around intellectual road blocks. I have used this book in courses for Masters and Doctoral students and send it as a gift to my interns since it is a great reference to have on the shelf when one needs to find a fresh approach. Short and to the point this is not an academic treatise so much as a secret weapon for the problem solvers in government and industry!

James Adams' classic book, *Conceptual Blockbusting*, is a definite read for people who want to expand and deepen their true creative thinking skills. Since reading it many years ago I have re-read it often, then referenced it and recommended it to others in general, workshop participants plus students. Managers will benefit greatly by reading and re-reading this book to discover how they are squelching, killing or sideswiping creative thinking in the people they are responsible for managing. All others can benefit by becoming more aware of the well-structured approach he has

used to depict the many varied forms of creative blocks Adams discovered during his many years of teaching. No this is not a book for those who already think they are as creative as they can be, nor is any other book actually.

This was an excellent book that challenges you to critically analyze the factors that hinder you from being truly creative. It's a must read for those finishing college and thinking about venturing into the entrepreneurial world

I've been wanting to own this for years. Thanks!

Conceptual Blockbusting is a great book for the idea creator. I like his style, and emphasis on breaking out of the inhibiting ways we usually think. Many ideas are in this book. It is four stars (instead of five) because I would have liked a summary of the main ideas at the end of each chapter for easy reference when I am trying to be creative. Perhaps this is just me.

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