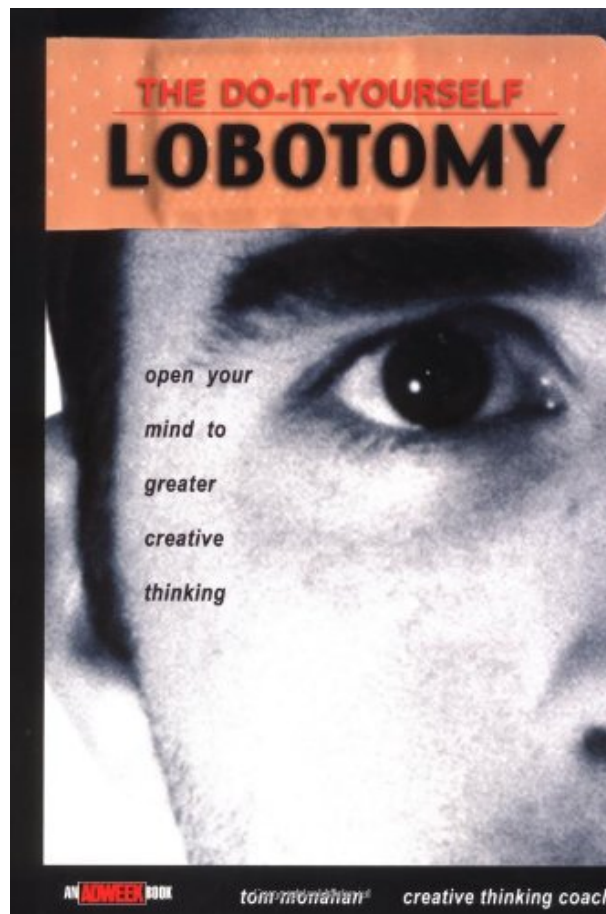
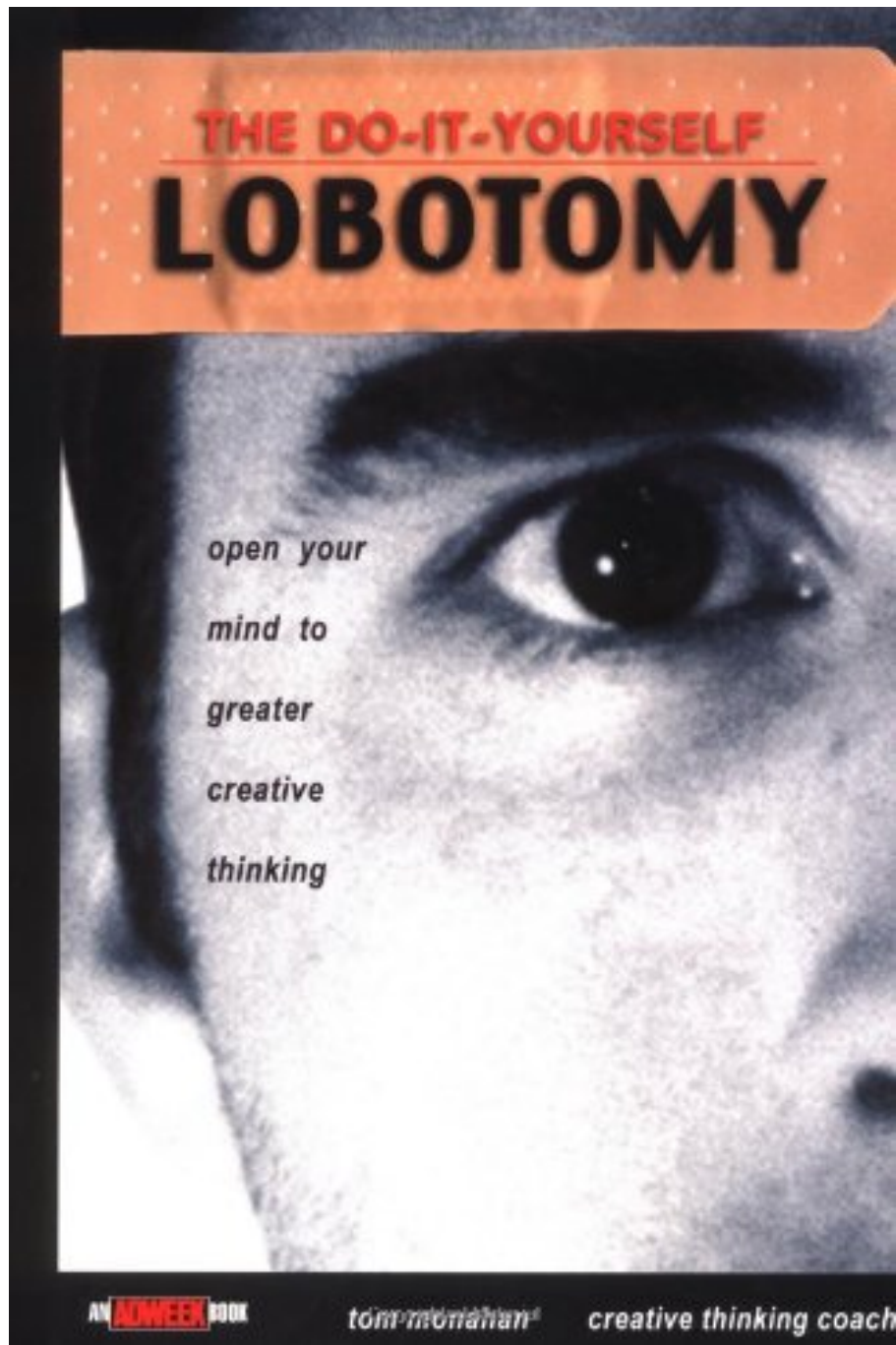


THE DO IT YOURSELF LOBOTOMY: OPEN YOUR MIND TO GREATER CREATIVE THINKING BY TOM MONAHAN



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From the Inside Flap

New ideas drive business. Creative marketing ideas! Breakthrough advertising ideas! Revolutionary customer service ideas! In all corners of industry in today's blisteringly fast-paced global economy, every dominant company owes its success to ideas generated by nimble minds. Do you and the people you work with generate an abundance of innovative ideas whenever you need them? You will now.

The Do-It-Yourself Lobotomy isn't brain surgery. It's a surprisingly simple tool kit of easy-to-learn techniques that let you open up your mind, grease the skids of innovation, and mine fresh ideas from the bottomless well of your own imagination.

Creativity coach par excellence Tom Monahan shows you how to tap into your imagination with handy tools like 100 MPH Thinking(TM), 180° Thinking(TM), Intergalactic Thinking(TM), and Ask a Better Question(TM). He's used these mental implements to help more than 100,000 people break free from traditional thinking and painlessly produce sparkingly novel ideas.

Already boosting creativity at hundreds of companies, including Virgin Atlantic, Hasbro, Frito-Lay, Dunkin' Donuts, Capital One, and Benjamin Moore, The Do-It-Yourself Lobotomy shows you how to develop your great ideas, recognize and reject bad ideas when you get them (and you will), sell your daring ideas, and get the people around you to start producing ideas of their own.

Let your creativity out of the closet and start generating vibrant new ideas for new products and services, product names, advertising, promotions, business operations-whatever you need. The Do-It-Yourself Lobotomy doesn't hurt a bit, and the success you'll achieve feels even better.

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An Adweek Book

Master the techniques that top companies use to spark creativity

In today's business environment, gaining the competitive edge through creative and original thinking is a crucial component of brand strategy. Creative leader of advertising Tom Monahan offers a fresh look at the subject, providing hard and fast methods for freeing the mind and inspiring active creativity in oneself and others. His 180-degree Thinking(TM), 100 MPH Method, and other techniques he employs in his creative consulting practice are easy-to-use strategies for unleashing new ideas and facilitating creative product development, advertising, and marketing plans. This book has the added benefit of Monahan's experience of using these methods at A-list client companies.

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- Dimensions: 9.27" h x .94" w x 6.24" l, 1.30 pounds
- Binding: Hardcover
- 240 pages

Features

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- Condition: New
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Most helpful customer reviews

67 of 72 people found the following review helpful.

Not nearly as impressed w/the author as he is w/himself

By A. Maxham

Okay- I realize that negative reviews tend to get "No, this review didn't help me" votes, but seriously - if I can stop ONE person from wasting their money & time, I've gotta brave it.

I'm a big fan of the ADWEEK books... but this one...

First- the author spends the first 40+ pages telling you about the "impressive" (his word) list of companies

he's worked with and how brilliant and successful he is and the importance of this topic. He even says that the reason his techniques (and they are NOT his alone- but more on that in a second) are so successful is b/c of the names he's given them (he's even got little "TM"s next to some of them)- Anyway- did you get that- it's not the ideas! It's the NAMES! Now that is a creative argument.

He also wastes a PROFOUND amount of time telling you about the domain of creativity. I know that should be an important topic- but how many times and ways do I have to hear that talent (say, ability to draw) is not the same thing as creativity. He even puts in a picture his dad painted and bashes it as talented (accurate rendering) but not creative (painted from another painting). He also spends a frightening amount of time telling you how his ideas will help you. It should have taken maybe 5 pages- he took 69. You spend nearly 70 pages feeling like you are reading an infomercial for his seminars. A personal pet peeve of mine are these little Rolodex-looking cards he has printed throughout that are written by companies talking about how helpful his seminars and ideas were to developing ideas. If they were case studies, this might have been helpful- instead it's more "Gosh- his seminar/technique sure did help us, and we are selling more t-shirts than ever!" Again, I only learned how important and significant this Monahan guy is.

Now- the tools he uses... it's not that his tools are useless- it's that there are so FEW of them and there is not one single thing he discusses in his book that isn't covered in Thinkertoys (and some are even in Hey Whipple Squeeze This). Not only that, but they are covered in more depth in Thinkertoys, with better and more thorough examples, and there are more ideas overall in that book (there are only 7 here-there are TONS in Thinkertoys).

Honestly- I could bash this book all day- let me just PLEASE save you some time and energy- get Thinkertoys (and if you are really specifically interested in the creative process in advertising- Hey Whipple) and SAVE YOUR TIME. You will not miss SQUAT.

11 of 12 people found the following review helpful.

Not a real lobotomy guide

By D. Otis

This did NOT teach me how to give myself a lobotomy. The title is utterly misleading! I expected detailed instructions on required instruments and technique.

18 of 24 people found the following review helpful.

Not for me.

By A Customer

I too found that this book focuses way too much on how great Tom Monahan is, how to read the book and how proud he is of the names for his creativity excersises. It's distracting. He put the mashed potatoes all over the top of the meat.

After reading half of this book, out of order (which he encourages), I was disappointed. I didn't feel like I was learning anything new. But then I realized that I am not the target. This book is not for people who are already advertising creatives. This book would be great if you're someone who wants to get into the creative department, or if you are in a non-creative industry and you want to learn how to come up with innovative ideas. But for me, he's just telling me about what I do every day.

I don't know everything. I'm no Tom Monahan. But I was expecting "Hey Whipple" and I got "Hey Arnold" -- Good. Just not geared towards me.

See all 26 customer reviews...

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