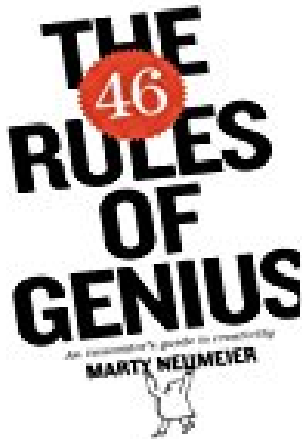


The 46 Rules of Genius An Innovators Guide to Creativity Voices That Matter



BOOK DETAILS

- Author : Marty Neumeier
- Pages : 144 Pages
- Publisher : New Riders
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BOOK SYNOPSIS

Not since Strunk and White's *ELEMENTS OF STYLE* has a book compressed so many insights into so few pages. With his trademark simplicity and wit, Marty Neumeier has written and illustrated a concise guide that can be read quickly over a lunch break or savored slowly over a lifetime. Part 1, "How can I innovate?" offers insightful guidance such as "Feel before you think," "See what's not there," and "Ask a bigger question." Rule #1 gives the paradoxical advice: "Break the rules." Part 2, "How should I work?" offers down-to-earth tips on craft: "Use a linear process for static elements," and "Express related elements in a similar manner." The reader is also reminded: "Don't be boring!" In Part 3, "How can I learn?" contains practical advice including "Do your own projects," "Invest in your originality," and "Develop an authentic style." Finally, Part 4, "How can I matter?" deals with the deeper questions of a career in creativity, such as "Overcommit to a mission," "Build support methodically," and "Become who you are." *THE 46 RULES OF GENIUS* is a reassuring lighthouse against the swirling tides of innovation. Geniuses from every discipline will want to keep it in sight. (Educators: Those who recommend this book to students may also be interested its deeply researched precursor, *METASKILLS*, from which the rules were drawn.) From the back cover: There's no such thing as an accidental genius. Anyone who's reached that exalted state has arrived there by design. But simply wanting to get there is not enough. A would-be genius also needs a theoretical framework, a basic compass, a set of principles to guide the way forward. Marty Neumeier, acclaimed author of *The Brand Gap* and *Metaskills*, has compressed the wisdom of the ages into the first "quick start guide" for genius—46 glittering gems that will light your path to creative brilliance. This is *THE* essential handbook for designers, entrepreneurs, marketers, educators, artists, scientists, innovators, and future leaders in every field.

THE 46 RULES OF GENIUS AN INNOVATORS GUIDE TO CREATIVITY VOICES THAT MATTER

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