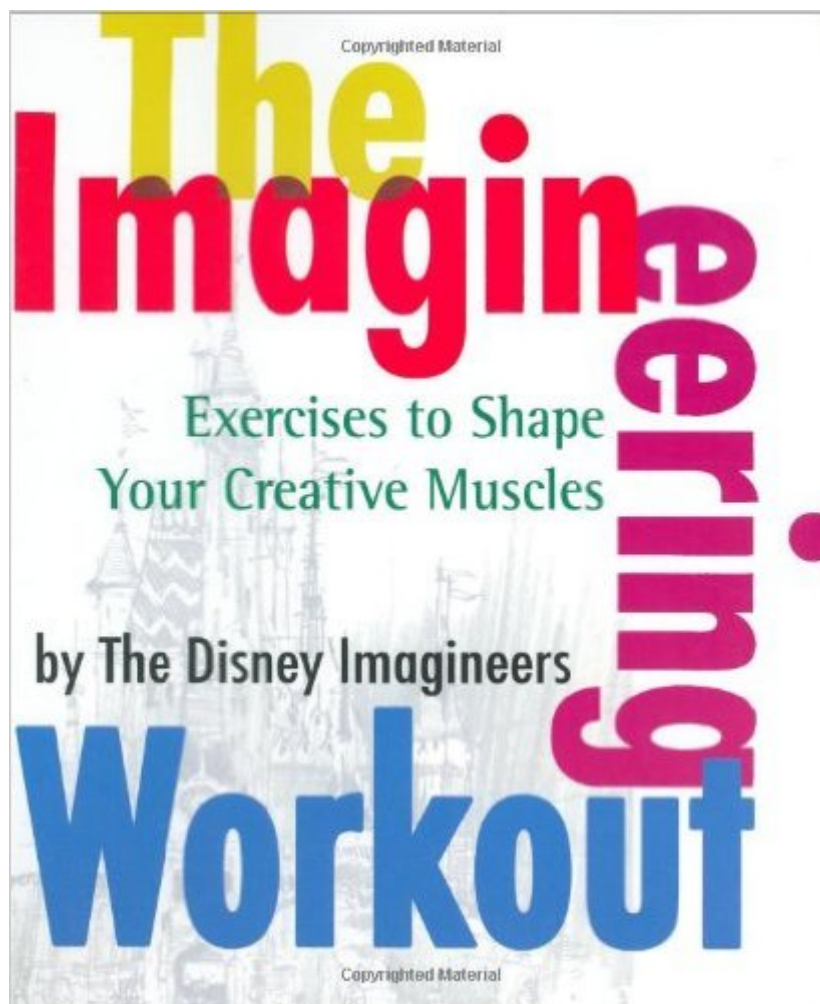


The book was found

The Imagineering Workout



Synopsis

You've been told how to think "out of the box," and even been told to throw the box away, but really, isn't it time someone taught you how to create your own box in the first place? The Imagineering Workout: Exercises to Shape your Creative Muscles, will do just that, with interactive, ingenious, and practical exercises that will stimulate your imagination, tone your creative muscles, strengthen ideas, and, most importantly, inspire new approaches. The Imagineering Workout is for anyone who wants to learn new ways to problem-solve challenges, whether they're creative, logic-oriented, everyday, or event-inspired. The ingredients Imagineers use are simple and contain a large measurement of fun, which contributes to shapelier thinking and stronger solutions.

Book Information

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Average Customer Review: 4.8 out of 5 stars Â Â See all reviewsÂ (33 customer reviews)

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Grade Level: Preschool and up

Customer Reviews

I discovered this book during a visit to Disneyland this fall, and I would have to rate it as one of the best "Process Improvement" books I've read this year. This simple little book covers everything from developing and launching ideas to selecting the right people when developing a new team. No, this isn't your typical Process Improvement book - perhaps that is what makes it such a great read. The other reviews are suggesting this is a book for children. It is written very simply, but I don't think children and high school kids are plagued by writer's block, deadlines or selecting the right person for a team. This book is simple, but its message isn't. This book is easy to read; each page is written from a different person in the Disney "Imagineering" team, so it contains hundreds of different perspectives. Once you read this book, leave it on your desk, open it to a random page and read

one or two pages each day - you will find this to be an invaluable business resource...Why shouldn't a book that can help you in business be fun to read?

This book, like its title says, really will help you shape your creative muscles. The exercises that are provided are good and often can help you see things in a way you would have otherwise never imagined. You don't need to be in the entertainment industry to find value in this book, there are practical stories of creativity; such as creating a more engaging party by giving it a themed story, thus giving every decision you make a direction. You can begin to apply the concepts immediately and begin to consciously think about creative solutions to problems you might be facing at home or at work.

It's fun and quirky, not written like a typical book. You can jump around on this one and not miss out. The very cool part about this book is the insight you get about how Imagineers approach creativity and how Disney believed all people are creative. There are some cool nuggets in here that can work quite well in business as well as creative avenues.

I love to use this text and its exercises in my high school Creative Writing classes. There are a lot of examples about how to get the "creative juices" flowing, and there are many examples of real people with great success in being creative!

This book is a must have, regardless of what your "day job" might be. Not only does it give some great exercises for "out of the box" thinking, but it helps you to apply imagineering ingenuity to even the most mundane of tasks. As a huge fan of Disney and the way the imagineers operate, it felt great to apply their techniques to my creative projects. I am a grad student with one foot in the theatre world, the other in the writing world, and my day to day life requires that I be creative and burst through boundaries that ultimately I have placed on myself. The Workout was a great read and will remain on my shelf for years to come, dog-eared and inked up. It also encouraged me to purchase the Imagineering Way, which is similar in its insight into the Imagineering style of work. Also highly recommended.

This is a fun place to get practical ideas on how the creative mind works. It is easy reading and filled with interesting quotes and anecdotes. The best part for me was that the writers share different tips on how they get around to solve creative problems. More than formal techniques you will find

straightforward advice (like you would find from a friend or co-worker). I found it useful.

yes! This book is amazing. My daughter in high school wants to be an engineer and she loves Disney. I found this book and for the price I thought I would pick it up for her. It is really great. Chocked full of insights, creative ways to think, fun tips of learning and life and as a bonus some really enjoyable artwork. It's a real winner.

A fantastic, easy-to-read and utilize book with great advice and exercises that's a great inspirational reference to keep on hand. It's only real fault is the atrocious book cover that appears to have ignored the advice inside much less anything from a design background.

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