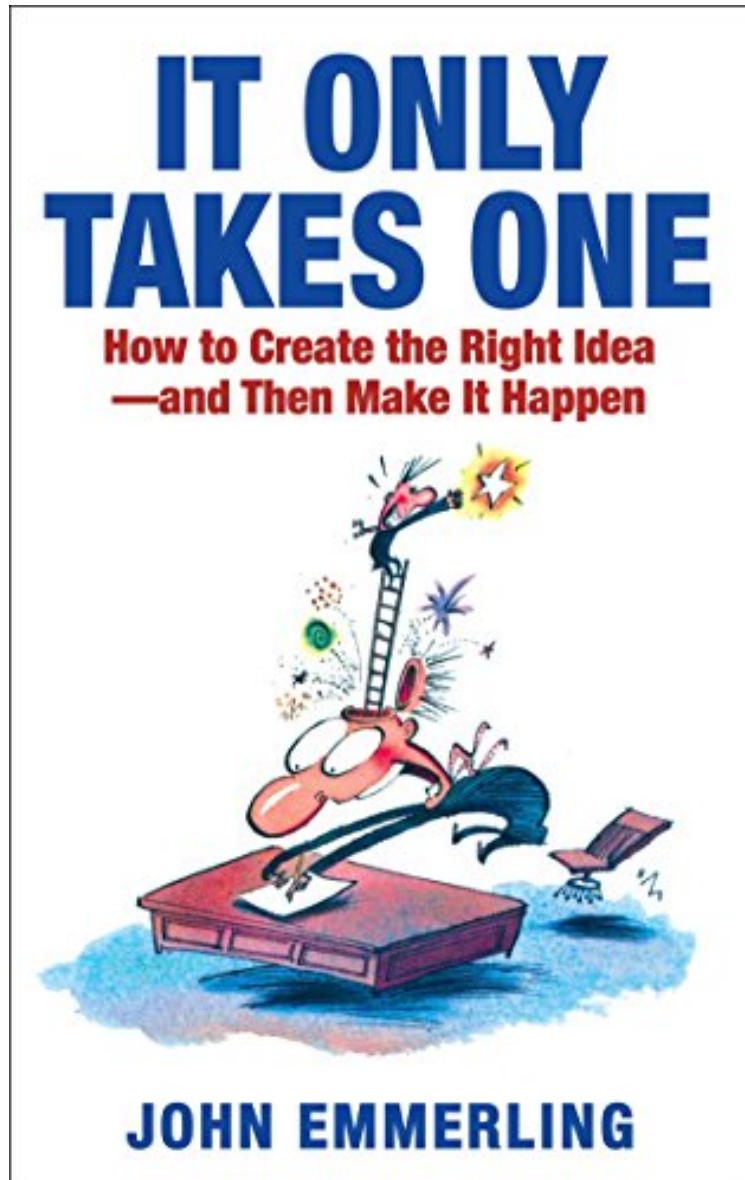


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It Only Takes One: How to Create the Right Idea--and Then Make It Happen

John Emmerling

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John Emmerling : It Only Takes One: How to Create the Right Idea--and Then Make It Happen before purchasing it in order to gage whether or not it would be worth my time, and all praised It Only Takes One: How to Create the Right Idea--and Then Make It Happen:

1 of 1 people found the following review helpful. Enjoyed the succinct suggestions accompanied by amusing

illustrations eg By MF My copy of *It Only Takes One* arrived after lunch and was finished by dinner. I flunked the first (SPY) test thanks to my left brain. The two examples of corporate underlings changing the future of big brands e.g. IBM and FORD with their active right brains was riveting. If I had known about 'Short Sweet' I'd have saved money, time nerves. Enjoyed the succinct suggestions accompanied by amusing illustrations eg. Plan Ahead with blank 'steps' leading up a ziggurat. Laced with humor this luddite has found the guide to becoming creative at last. 1 of 1 people found the following review helpful. I Could Shoot Myself By Jackie WI could shoot myself everytime a new product or service explodes on the market, thinking, Hey, that's just like my idea. The vague idea I never did anything about. Thanks to *IT ONLY TAKES ONE*, now I know how to refine the jumble of blurred concepts in my head, and streamline just one of them into a real imaginative goal that I can actually implement. Then someone else out there can shoot himself over my success. 1 of 1 people found the following review helpful. The awakening of my right brain By Nicky B It's hard to find a how-to book that is so well-written that it is engaging and useful at the same time. I found myself with my severe left brain orientation revved up for creativity and to some degree I think I have succeeded. What is most amazing is that it wasn't hard to do. All I did was follow a simple process that was actually quite fun.

Idquo;A lively and informative account of the creative process and how it works by someone who obviously knows. rdquo; mdash; George Plimpton, editor of *The Paris Review* Idquo; Finally, a GPS for finding your great ideas. rdquo; mdash; Mike Slosberg, cofounder of Digitas The ability to turn a good idea into a great reality is a vital ingredient in achieving success. In *It Only Takes One*, John Emmerling offers an innovative, exciting, and proven method for taking your idea from a first faint flash to a fabulous finish. In this remarkable book, filled with exercises, charming cartoons, and quizzes, Emmerling explains the six steps of his incredible effective S.T.R.I.K.E. process. With chapters on salesmanship, enthusiasm, chutzpah, and much more, *It Only Takes One* provides you with the creative power you need to strike it big on the road to success.

Idquo; John Emmerling is a one man idea factory. He sparks ideas, he writes and illustrates his ideas, and he understands what it takes to make ideas happen. rdquo; nbsp; (Kenneth Roman, former CEO of Ogilvy Mather Worldwide) Idquo; Emmerling's six step process is a six ring circus of idea making. rdquo; nbsp; (Paul Binder, founder of Big Apple Circus) Idquo; Ideas mdash; original, salable, stimulating, amusing ideas mdash; seem simply to pour out of John Emmerling's head. He has captured the essence of how he works in this new book, and you don't need a Harvard MBA to benefit from it. rdquo; nbsp; (Gael Greene, restaurant critic) Idquo; John Emmerling suggests that you S.T.R.I.K.E. a creative blow at your competitors. His idea making system may turn out to be the business world equivalent of a Stealth bomber. rdquo; nbsp; (Jerry Della Femina, founder of Della Femina Advertising) About the Author In college John Emmerling studied architecture, drew cartoons for the campus humor magazine, and sold freelance gag lines to Hallmark. This odd mix of skills led to advertising, where he became an award-winning copywriter at Young Rubicam. He moved on to be a creative director, then founded his own ad agency. Today, John mdash; always a student of the elusive creative process mdash; is an innovation and branding consultant, author, cartoonist, actor, and speaker. IBM borrowed his longtime mantra, Idquo; Innovation is creativity with a job to do, rdquo; for an IBM THINK poster mdash; and Advertising Age picked John as a representative Idquo; Real Mad Man rdquo; for an online video profile. In conclusion, John's dog Max begs you to check out his master's latest book, *Woofi Leaks mdash; Your Dog's Secrets Revealed*. (Max is coauthor.) John lives in Manhattan.