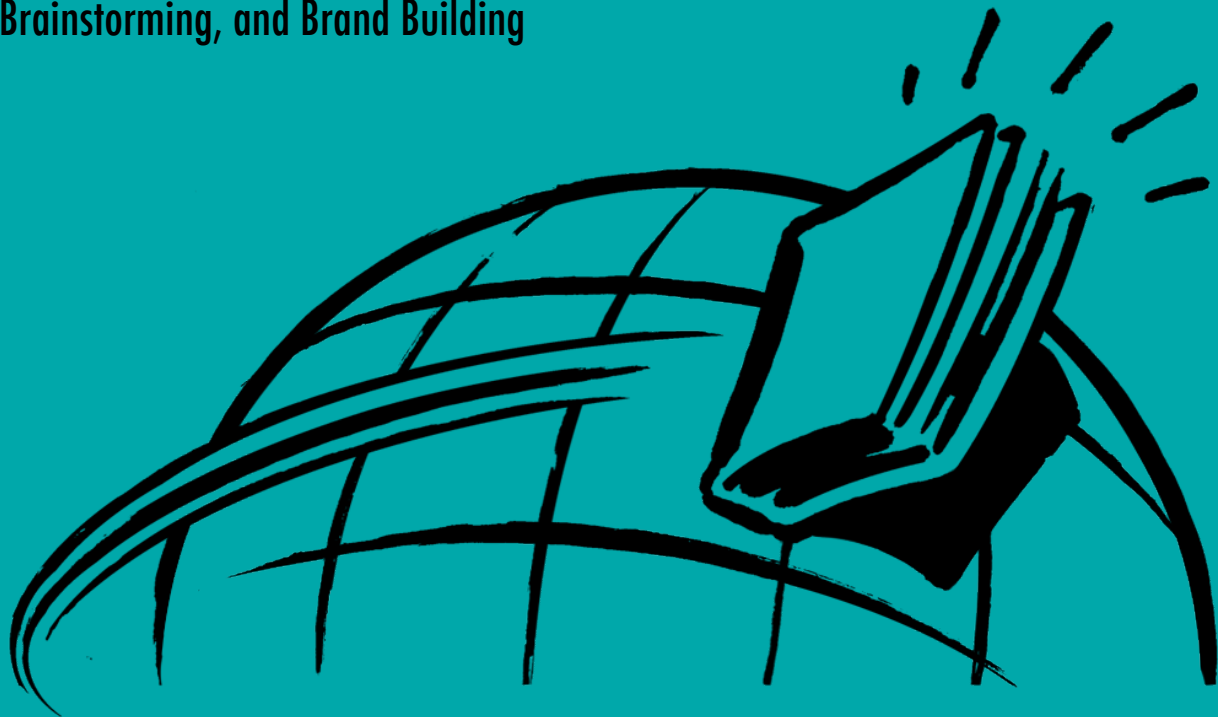


Idea Sandbox

GUIDE FOR GREAT READING

Remarkability, Brainstorming, and Brand Building



FREE

Idea Sandbox

GUIDE FOR GREAT READING

Remarkability, Brainstorming, and Brand Building

INTRODUCTION

This booklet offers a collection of wonderful books. Each has been selected for its relevance to the topic and how easy it is to implement. We have enjoyed reading these, taking notes, and putting the ideas to use for Idea Sandbox and our clients. We sincerely hope you enjoy them too!



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ALEXANDRIA, VIRGINIA 22314

Revised October 2010

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Illustrations by Chris Gash

KEY TO TOPICS IN THIS BOOK

CREATIVE THINKING & INNOVATING

BRAINSTORMING - LEARN HOW TO SPOT OPPORTUNITIES AND IDENTIFY CHALLENGES. BRAINSTORM IDEAS, AND SELECT THE BEST SOLUTIONS. BE MORE CREATIVE AND INNOVATIVE.

BE REMARKABLE

REMARKABILITY - THESE BOOKS PROVIDE ADVICE ON HOW TO: STAND OUT FROM THE CROWD, MAKE YOURSELF DIFFERENT FROM YOUR COMPETITION, AND TO BE WORTH REMARKING ABOUT.

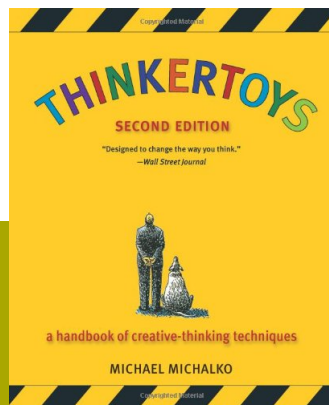
BRAND BUILDING

BUILD YOUR BRAND - USE THESE TO HELP GUIDE YOUR NEW BRAND OR ENHANCE YOUR EXISTING BRAND.

Welcome

Thinkertoys

by Michael Michalko

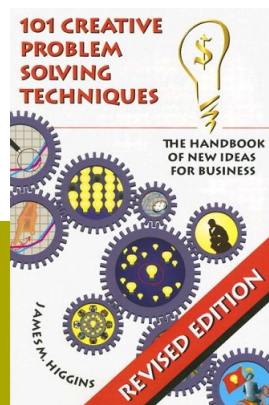


Thinkertoys: A Handbook Of Creative-Thinking Techniques

A great place to start your journey to release your creativity. Just as the title suggests - Michael provides toys to make you think.

101 Problem Solving Techniques

by James M. Higgins

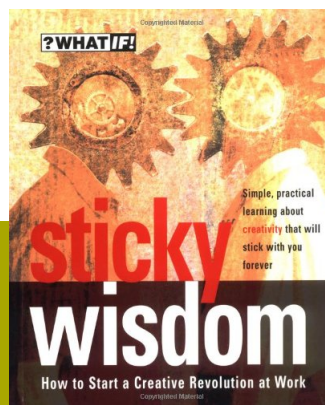


101 Problem Solving Techniques: The Handbook Of New Ideas For Business

The best collection of problem solving and brainstorming techniques. Divided and arranged by the key steps of the creative problem solving process. A must read.

Sticky Wisdom

by ?What If!

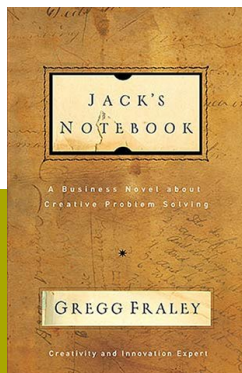


Sticky Wisdom: How To Start A Creative Revolution At Work

Breaks creativity into six practical behaviors and shows how to unlock your creative potential. Our personal copy is dog-eared, highlighted, and marked up. We love this book.

Jack's Notebook

by Gregg Fraley

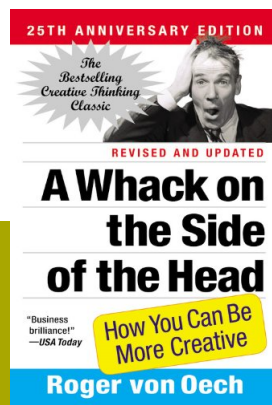


Jack's Notebook: A Business Novel About Creative Problem Solving

Written as a story, learn about problem solving techniques through the lead character Jack. Especially good for those who don't prefer to read "business books."

A Whack On The Side Of The Head

by Roger von Oech

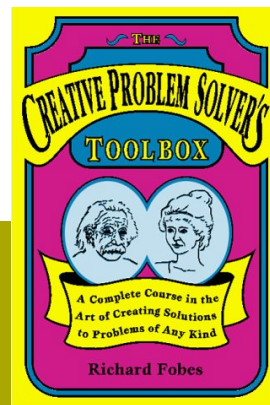


A Whack On The Side Of The Head: How You Can Be More Creative

Helps you break through your mental blocks to unlock your creativity. (Roger also has a great *Whack on the Side of the Head* iPhone app.)

Creative Problem Solver's Toolbox

by Richard Fobes



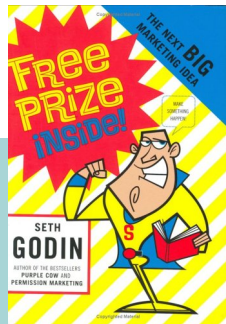
Creative Problem Solver's Toolbox

A super practical approach to providing tools and techniques for generating ideas and solving problems. Not just a book you read - but a book you use.

BE REMARKABLE

Free Prize Inside

by Seth Godin

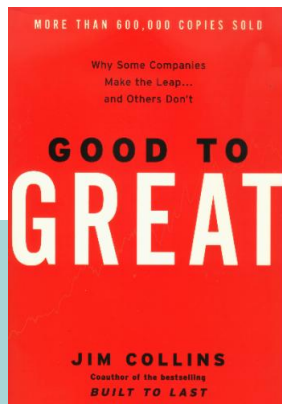


Free Prize Inside: The Next BIG Marketing Idea

Seth does a great job explaining how to go to the edges with ideas and create something remarkable. Purple cows he calls them. Also great advice on how to champion ideas in your organization.

Good To Great

by Jim Collins

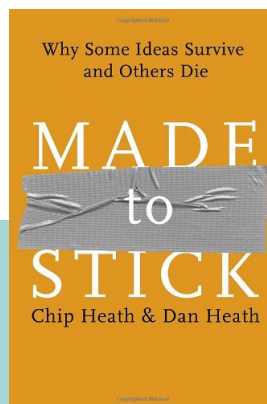


Good To Great: Why Some Companies Make The Leap... And Other's Don't

Through research Jim and team shares what can transform a good company to one that is great. Learn both from the success stories as well as the mistakes.

Made To Stick

by by Chip Heath & Dan Heath



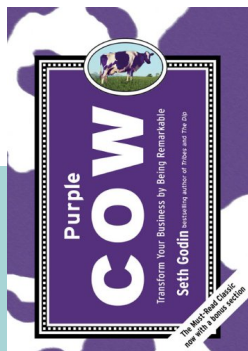
Made To Stick: Why Some Ideas Survive And Others Die

Learn how storytelling can turn boring into interesting. Make your ideas unforgettable. Chip and Dan offer a great read.

BE REMARKABLE

Purple Cow

by Seth Godin

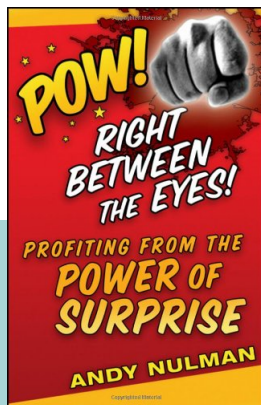


Purple Cow: Transform Your Business by Being Remarkable

Blasted with so many advertising messages, the secret isn't trying to be louder than your competition - rather to stand out like a purple cow. Seth showcases existing purple cows demonstrating how they get noticed.

Pow! Right Between The Eyes

by Andy Nulman



Pow! Right Between The Eyes: Profiting from the Power of Surprise

As consumers we are bored and cynical with the way brands promote themselves. Andy suggests doing something pleasantly surprising to cut through the clutter and get attention.

Zag

by Marty Neumeier



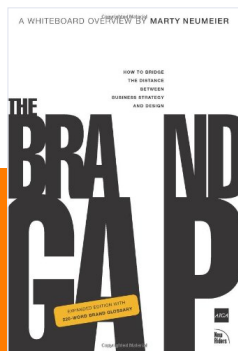
Zag: The Number One Strategy of High-Performance Brands

If you want to stand out from the crowd - instead of zigging along with everyone else... ZAG! This is another one of those books we refer to on a regular basis. Terrific!

BUILD YOUR BRAND

The Brand Gap

by Marty Neumeier



The Brand Gap

This is "the" book on brand building. A must-read, great place to start if you're wanting to build your brand. If you don't have this one now - stop reading this and go get it.

Jump Start Your Marketing Brain

by Doug Hall

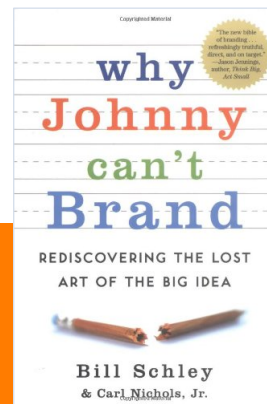


Jump Start Your Marketing Brain: Scientific Advice And Practical Ideas

What we love about Doug is that not only does he make great points - he backs them up with real-life data. His insights are often surprising and always helpful. Another must read.

Why Johnny Can't Brand

by Bill Schley



Why Johnny Can't Brand: Rediscovering The Lost Art Of The Big Idea

Great advice to identify (or determine) your company's "dominant selling idea" and help define your brand. This book also fits in the "Be Remarkable" category.

Idea Sandbox

BRAINSTORMING CAN HELP YOU



SOLVE A PROBLEM

Do you have an opportunity to discover? A problem to solve? Something not working as it should that needs fixing? We can help!



THINK-UP IDEAS

Refill your idea pipeline. Craft your marketing promotional calendar. Discover ways to improve your customer experience.



GROW YOUR BUSINESS

Determine the best, most effective ways to grow your sales, reputation, awareness, customer base, and more.



CREATE NEW IDEAS

Innovate. Develop new ideas. Things you haven't think before. Ideas to set you apart from your competition.

For more information and helpful resources, please visit...

IDEA-SANDBOX.COM

Idea Sandbox

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