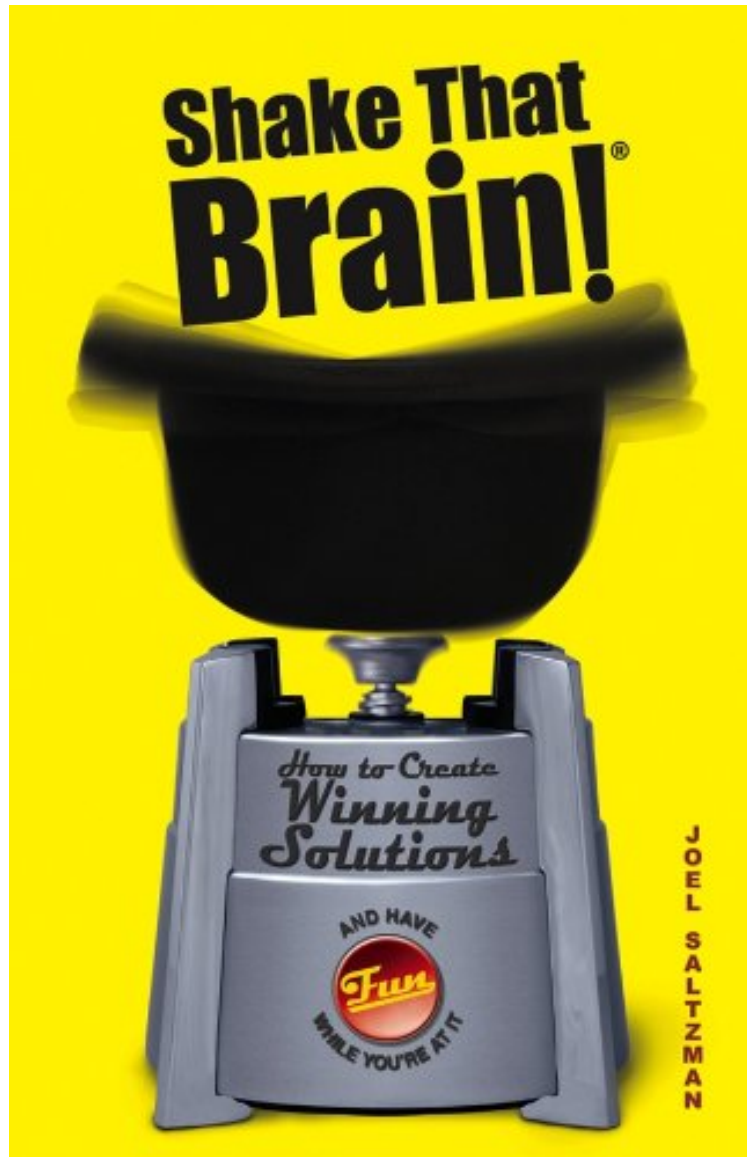


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Shake That Brain: How to Create Winning Solutions and Have Fun While You're At It

Joel Saltzman

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Joel Saltzman : Shake That Brain: How to Create Winning Solutions and Have Fun While You're At It before purchasing it in order to gauge whether or not it would be worth my time, and all praised Shake That Brain: How to Create Winning Solutions and Have Fun While You're At It:

1 of 1 people found the following review helpful. Upbeat motivationBy Jerry SapersteinI became a fan of Joel Saltzman while reading his "If You Can Talk, You Can Write". He has a down-to-earth style, is very witty and very

upbeat. Quite a nice, motivating read and quite capable of moving someone beyond a writer's block. "Shake That Brain" is a collection of tips and techniques intended to make creative thinking easier. Typical of the broad genre of "motivation" books, Saltzman relies on many aphorisms, metaphors, quotations and the other old reliables of the trade. Add to that Saltzman's sort of unique perkiness and wit and you have a bundle of motivation coming at you. It is hard to resist being inspired by Saltzman. He blends instantly recognizable sagacious advice (Albert Einstein: "It's not that I am smart, it's just that I stay with problems longer.") then blends it with some ordinary experience and comes to a conclusion that is encouraging to the reader: you can do it! Overall, this is a fun book, with a noble purpose - shaking your brain up and making it open to new ideas and an "I can do it!" attitude. Jerry0 of 0 people found the following review helpful. Having a bad day? Read this book! By chollycee First, a caveat: I know Joel Saltzman and have worked with him. Had dinner with his family. That said, I paid full price for this book because I know that, more than knowing his stuff, Joel lives it. Shake That Brain! is indeed the culmination of Joel's own life. Get a Post-It pad (mentioned in the book as one of those accidental ideas too silly to be successful--but guess what?) and jot down some of the material, then frame your computer with them. The exuberant tone is contagious, and the premise is unarguably correct: you're the captain of your own attitude, and your mind is a storeroom full of solutions and inspiration. As an admitted self-defeating (at times) nincompoop, I have used the book to fire my own ideas and it works, from questioning assumptions, borrowing good ideas and making them better, and never throwing out an idea that isn't working at the time (it can work later, as you let it germinate). It's a modern philosophy book as much as a business title, and it demands to be put into action. More than anything, the book is FUN, and not in the superficial way that sounds. Pick it up and enjoy it. It's better than therapy, drinking, or basketball (well, professional basketball anyway). And it's fuel for your own weary but indomitable enthusiasm. Highly recommended, and I have nothing to gain from this except a better way to look at things. 1 of 1 people found the following review helpful. Nutritious and tasty food for thought! By ServantofGod When I was reading this, I couldn't help myself from comparing it with works of De Bono, and remotely with NLP. The feeling is particularly strong on Chapter 9 'Take an "Opposites" Approach' which provides suggestions as follows: -How am I going to do all this work? => How are you going to do all this fun? How do I get them to return my stuff? => How do they get me to return their stuff? How do I teach this device lots of different handwriting styles? => How do I teach the users of this device one handwriting style? How do I get telemarketers to stop annoying me? => How do I start annoying them? pg 72 Besides the above, there are many great ideas presented in quotes, points and live stories throughout the book. I like its style and structure very much, in particular the concise "Chapter take away" in the end of each chapter is great, say, in Ch12: Ask yourself "If I were a _____ what would I do?" and "What does this _____ want to be?" and in Ch16: Ask yourself, "What would _____ do?" To conclude, all who wanna read to improve their creativity for solutions will be satisfied well. A helpful and fun read indeed! Highly recommended! Below please find some of my favorite passages for your reference: -How important is attitude? It's the difference between This is hopeless and This I can do! One will get you nowhere; the other everywhere you want to go. pg 3 If you stand up and be counted, from time to time you may get yourself knocked down. But remember this: A man flattened by an opponent can get up again. A man flattened by conformity stays down for good. - Thomas Watson, founder of IBM pg 12 Courage is being scared to death - but saddling up anyway. - John Wayne pg 17 The older sign in an airplane lavatory read: Please do not deposit anything other than toilet tissue in toilet. The newer sign read: Depositing objects other than toilet tissue in toilet could result in airplane failure. pg 21 Good moods, while they last, enhance the ability to think flexibly and with more complexity, thus making it easier to find solutions to problems, whether intellectual or interpersonal. - Daniel Coleman, EQ pg 25 The idea is to die young as late as possible. - Dr Ashley Montagu pg 28 The more ways you pose your question the better your odds of finding the right QUESTION - and the right ANSWERS. pg 64 When Stan Lee first pitched the idea of Spider Man, his boss also had misgivings: "People hate spiders. Besides, teenagers can only be side-kicks, not superheroes." pg 94 Where all men think alike no one thinks very much. - Walter Lippman pg 100 Ideas are a dime a dozen. People who implement them are priceless. - Mary Kay Ash pg 173

Joel Saltzman teaches readers how to create "surprising, yet inevitable" solutions, no matter the challenge or task at hand. Easily. Consistently. And economically. Shake That Brain! is a collection of creative and inspiring tips and tools for finding solutions in a variety of areas—from sales, marketing, and product creation to ethics, innovation, and the bottom line. Backed by powerful and compelling examples from a wide variety of real-life applications, Joel Saltzman delivers energy, edge—and lots of fun—as he guides readers through a series of proven formulas for creating outstanding solutions, from harnessing the power of opposite thinking to turning your worst ideas into your best ideas ever. Filled with exercises, easy-to-apply formulas, entertaining pop-quizzes, and eye-opening teaching examples from the world of business, technology, advertising, and more, here's a solution-finding guidebook that can be used for succeeding on the job or at home. Joel Saltzman is a professional speaker, consultant, and bestselling author. He has conducted Shake That Brain! programs for Grey Advertising International, Harley Davidson, the U.S. Department of the Treasury, and Warner Bros. Studios. His work has been called "witty and rewarding" by People Magazine and he's the recipient of a national Audie award for "Best Educational and Training Audio." His website is www.shakethatbrain.com

From the Inside Flap Each Shake That Brain! strategy is backed by compelling examples from a wide variety of real-life applications—;from World's Worst Pizza and Seeing Eye Ponies . . . to why it can be a good idea to turn to your mate and say, "Shut up!" Guaranteed: You'll learn to create surprising yet inevitable solutions no matter the challenge or task at hand. Meanwhile, you'll be entertained AND enlightened—;with plenty of energy, edge, and just plain FUN. Shake That Brain! will broaden your mindset and strengthen your upper-body solution-finding skills. You'll learn to: Shake, rattle, and question your assumptions—;they're crippling you! Turn your worst ideas into GREAT ideas Learn the power of "Opposites Thinking" Have "Yes" meetings only Generate and implement bold new solutions—;by using just what's in the room Along the way, you'll learn to: ask great questions, never take "Yes" for an answer, turn any crisis into a great opportunity, and harness the brain power of experts for ZERO dollars a day. You'll get exercises, easy-to-apply formulas, entertaining pop-quizzes, and eye-opening teaching examples from the worlds of business, technology, advertising, and more—;all designed to make the reading experience both profitable and fun! Who'll profit most from this book? People in business (large or small) and people with a life outside of work. After all, whether it's business or the business of life, we're forever challenged to find creative solutions. So sit back, relax, and get ready to have more than a few laugh-out-loud moments while learning to Shake That Brain! Pretty soon, you'll have people saying to you, "Gee, why didn't I think of that?"

From the Back Cover—;Alan Weiss, PhD, author, Million Dollar Consulting "Do not miss this opportunity to have your brain shaken AND stirred to new levels of business achievement." —;Don Wilson, President CEO, Association of Small Business Development Centers "A smart, provocative read, filled with practical ideas from a uniquely entertaining writer and speaker. And it's fun!" —;Allen P. Adamson, Managing Director Landor Associates

About the Author Joel Saltzman is the creator of the Shake That Brain! system—for winning solutions AND lots of fun. A high-octane speaker, facilitator, and consultant, Joel helps organizations discover extraordinary solutions for marketing, innovation, building better teams, and improving the bottom line. The author of more than a dozen books—including four best sellers—all his work has one thing in common: creative solutions. His first book, *If You Can Talk, You Can Write*, became a best seller for Warner Books and a selection of the quality paperback Book Club. In 2000, his audio recording of the book won him a national Audie Award for "best Educational and Training Audio." As J. S. Salt, he created the best seller, *Always Kiss Me Good Night: Instructions on Raising The Perfect Parent by 147 Kids Who Know* (Random House, 1997). The founder and publisher of Shake It! Books, he created and marketed the popular series, *How To Be the Almost Perfect Husband: By Wives Who Know* and *How To Be The Almost Perfect Wife: By Husbands Who know* (Shake It! Books, 2000). Joel began his career in New York with the advertising agency Young Rubicam. Moving to Hollywood, he wrote sitcoms for *Perfect Strangers* and *The Robert Guillaume Show*. He also served time as a stand-up comedian. He's been a guest on *Leeza* (twice) and has been interviewed on CNN, NPR, and more than 500 radio shows. A graduate of Cornell University, Joel lives with his wife, son, and tux-the-Wonder-Dog in San Diego, California.