



The Midas Touch

Tom Logsdon

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Simple, creative solutions can be worth more than gold. And all of us can learn how to become more creative. All we have to do is master and use the six specific thought processes or "winning strategies" creative individuals instinctively employ when they make major breakthroughs. In this book those winning strategies are arranged on the arc of creativity, which forms the organizing structure for the six middle chapters. The first chapter tells you how to get yourself into the proper frame of mind to become more creative, how to surround yourself with supportive people, and how to persuade them to help you polish and perfect your midas-touch solutions. Each of the six middle chapters opens with a description of a billion-dollar breakthrough made by a single individual armed with one simple, creative solution. The next part describes the specific thought process ("winning strategy") that individual used, and the last part explains how you can use that same thought process in developing solutions to your own personal and professional problems. The final chapter shows you how to polish and refine your most promising solutions and how to entice your colleagues to help you convert them into 24-carat gold. Creative solutions are a jewel-like commodity in today's exciting marketplace of ideas. By mastering and using the six winning strategies on the arc of creativity, you can lead a more stimulating life, help America's competitive posture, and enhance the value of your own career.

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