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Every creative person has felt completely stuck from time to time. Ideas dry up, designs don't look like they should, and creative energy runs low. So, how can a person stay creative? How do you fight

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past the distractions and  
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president Ed Catmull has the  
answers in Creativity Inc., an  
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and Rao have devoted much of  
the last decade to uncovering  
what it takes to build and  
uncover pockets of exemplary  
performance, to help spread  
them, and to keep recharging  
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Sutton and Rao identify the  
key scaling challenges that  
confront every organization.  
They tackle the difficult trade-  
offs that organizations must

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make between whether to encourage individualized approaches tailored to local needs or to replicate the same practices and customs as an organization or program expands. They reveal how the

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best leaders and teams  
develop, spread, and instill the  
right mindsets in their people--  
rather than ruining or  
watering down the very things  
that have fueled successful  
growth in the past. They



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unpack the principles that help  
to cascade excellence  
throughout an organization, as  
well as show how to eliminate  
destructive beliefs and  
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back. Scaling Up Excellence is

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the first major business book  
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Creativity, Inc. is a manual for  
anyone who strives for  
originality and the first-ever,  
all-access trip into the nerve

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postmortems, and “Braintrust”  
sessions where some of the  
most successful films in  
history are made. It is, at  
heart, a book about

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creativity—but it is also, as  
Pixar co-founder and president  
Ed Catmull writes, “an  
expression of the ideas that I  
believe make the best in us  
possible.” For nearly twenty  
years, Pixar has dominated the

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world of animation, producing  
such beloved films as the Toy  
Story trilogy, Monsters, Inc.,  
Finding Nemo, The  
Incredibles, Up, WALL-E, and  
Inside Out, which have gone  
on to set box-office records



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and garner thirty Academy  
Awards. The joyousness of the  
storytelling, the inventive  
plots, the emotional  
authenticity: In some ways,  
Pixar movies are an object  
lesson in what creativity really

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is. Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired—and so profitable. As a young man, Ed Catmull had a dream: to make the first computer-

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animated movie. He nurtured  
that dream as a Ph.D. student  
at the University of Utah,  
where many computer science  
pioneers got their start, and  
then forged a partnership with  
George Lucas that led,

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indirectly, to his co-founding  
Pixar in 1986. Nine years  
later, Toy Story was released,  
changing animation forever.  
The essential ingredient in  
that movie's success—and in  
the thirteen movies that

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followed—was the unique environment that Catmull and his colleagues built at Pixar, based on leadership and management philosophies that protect the creative process and defy convention, such as:

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- Give a good idea to a mediocre team, and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come up with something better.
- If you don't strive to

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uncover what is unseen and understand its nature, you will be ill prepared to lead. • It's not the manager's job to prevent risks. It's the manager's job to make it safe for others to take them. • The

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cost of preventing errors is often far greater than the cost of fixing them. • A company's communication structure should not mirror its organizational structure. Everybody should be able to



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talk to anybody.  
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article "What Is Strategy?" by  
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*creators of all stripes. Expanding on a series of popular essays, this handwritten and heartfelt book shares wisdom and empathy from one working artist to others. Perforated tear-and-share pages make it easy to display the most crucial reminders or to pass a bit of advice on to*

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*would be easier to give up and act  
normal.*  
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*In 1986, gifted animator John Lasseter, technology guru Ed Catmull, and visionary Steve Jobs founded Pixar Animation Studios. Their goal: create a computer animated feature, despite*

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*predictions that it could never be done.*

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An unprecedented catalog of blockbuster  
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history in this deluxe volume. From its  
fledgling days under George Lucas to  
ten demanding years creating Toy Story  
to the merger with Disney, each



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*milestone is vibrantly detailed. Interviews with Pixar directors, producers, animators, voice talent, and industry insiders, as well as concept art, storyboards, and snapshots illuminate a history that is both definitive and enthralling.*

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*WALL STREET JOURNAL, LOS ANGELES TIMES, AND USA TODAY BESTSELLER • Anyone—even you!—can learn how to harness the power of humor in business (and life), based on the popular class at Stanford's Graduate School of Business. Don't miss*

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*laughing matter. Yet, the research shows that humor and laughter are among the most valuable tools we have at our disposal for strengthening bonds and relationships, diffusing stress and tension, boosting resilience, and performing when the stakes are high.*

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*That's why Jennifer Aaker and Naomi Bagdonas teach the popular course  
Humor: Serious Business at the Stanford  
Graduate School of Business, where they  
help some of the world's most hard-  
driving, blazer-wearing business minds  
infuse more humor and levity into their*

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*work and lives. In Humor, Seriously,  
they draw on findings by behavioral  
scientists, world-class comedians, and  
inspiring business leaders to reveal how  
humor works and—more  
important—how you can use more of it,  
better. Aaker and Bagdonas unpack the*

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*theory and application of humor: what makes something funny, how to mine your life for material, and simple ways to identify and leverage your unique humor style. They show how to use humor to rebuild vital connections; appear more confident, competent, and*



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*authentic at work; and foster cultures where levity and creativity can thrive. President Dwight David Eisenhower once said, "A sense of humor is part of the art of leadership, of getting along with people, of getting things done." If Dwight David Eisenhower, the second*

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*least naturally funny president (after Franklin Pierce), thought humor was necessary to win wars, build highways, and warn against the military-industrial complex, then you might consider learning it too.*

*The WoW Diary (junk)*

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President of Pixar and Walt  
Disney Animation Studios, shares  
his perspective on creativity and  
business in his first book,  
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**book to show the inner workings  
of Pixar Animation as well. In this  
book, Catmull discusses**

**leadership concepts such as The  
Braintrust, The Ugly Baby and  
The Hungry Beast, and The  
Unmade Future. In Catmull's**

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**words, Creativity, Inc. is "an expression of the ideas that I believe make the best in us possible." Catmull openly shares his concepts and methods that have made Pixar a giant success. Creativity, Inc. made the shortlist**

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**the creative potential of a diverse  
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experimentation Avoid  
breakdowns in creative  
collaboration Overcome the fear  
that blocks your innate creativity  
Bring breakthrough ideas to life**

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**This collection of articles includes  
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David Kelley; "How to Kill  
Creativity" by Teresa Amabile;  
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Brain to Work" by Dorothy  
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**"Find Innovation Where You  
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Is your company spending too much time on strategy development—with too little to show for it? If you read nothing else on strategy, read these 10 articles (featuring “ What Is Strategy? ” by Michael E. Porter).

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We've combed through hundreds  
of Harvard Business Review  
articles and selected the most  
important ones to help you  
catalyze your organization's  
strategy development and  
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on Strategy will inspire you to:  
Distinguish your company from  
rivals Clarify what your company  
will and won't do Craft a vision  
for an uncertain future Create  
blue oceans of uncontested  
market space Use the Balanced

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Scorecard to measure your  
strategy Capture your strategy in  
a memorable phrase Make  
priorities explicit Allocate  
resources early Clarify decision  
rights for faster decision making  
This collection of best-selling

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articles includes: featured article  
"What Is Strategy?" by Michael  
E. Porter, "The Five Competitive  
Forces That Shape Strategy,"  
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Strategy," "The Secrets to  
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as a Strategic Management  
System," "Transforming Corner-  
Office Strategy into Frontline  
Action," "Turning Great Strategy

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into Great Performance," and  
"Who Has the D? How Clear  
Decision Roles Enhance  
Organizational Performance."  
"Superbosses is the rare  
business book that is chock full  
of new, useful, and often

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unexpected ideas. After you read Finkelstein's well-crafted gem, you will never go about leading, evaluating, and developing talent in quite the same way. ” —Robert Sutton, author of Scaling Up Excellence and The No Asshole

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Rule “ Maybe you ’ re a decent boss. But are you a superboss? That ’ s the question you ’ ll be asking yourself after reading Sydney Finkelstein ’ s fascinating book. By revealing the secrets of superbosses from finance to

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fashion and from cooking to  
comic books, Finkelstein offers a  
smart, actionable playbook for  
anyone trying to become a better  
leader. ” —Daniel H. Pink, author  
of To Sell Is Human and Drive A  
fascinating exploration of the



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world's most effective  
bosses—and how they motivate,  
inspire, and enable others to  
advance their companies and  
shape entire industries, by the  
author of How Smart Executives  
Fail. A must-read for anyone

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interested in leadership and  
building an enduring pipeline of  
talent. What do football coach  
Bill Walsh, restaurateur Alice  
Waters, television executive  
Lorne Michaels, technology CEO  
Larry Ellison, and fashion

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pioneer Ralph Lauren have in  
common? On the surface, not  
much, other than consistent  
success in their fields. But below  
the surface, they share a  
common approach to finding,  
nurturing, leading, and even

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letting go of great people. The way they deal with talent makes them not merely success stories, not merely organization builders, but what Sydney Finkelstein calls superbosses. After ten years of research and more than two

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hundred interviews,  
Finkelstein—an acclaimed  
professor at Dartmouth 's Tuck  
School of Business, speaker,  
and executive coach and  
consultant—discovered that  
superbosses exist in nearly

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every industry. If you study the top fifty leaders in any field, as many as one-third will have once worked for a superboss. While superbosses differ in their personal styles, they all focus on identifying promising

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newcomers, inspiring their best work, and launching them into highly successful careers—while also expanding their own networks and building stronger companies. Among the practices that distinguish superbosses:

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They Create Master-Apprentice  
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Relationships. Superbosses  
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customize their coaching to what  
each protégé really needs, and  
also are constant founts of  
practical wisdom. Advertising  
legend Jay Chiat not only worked



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closely with each of his  
employees but would sometimes  
extend their discussions into the  
night. They Rely on the Cohort  
Effect. Superbosses strongly  
encourage collegiality even as  
they simultaneously drive

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internal competition. At Lorne  
Michaels ' s Saturday Night Live,  
writers and performers are  
judged by how much of their  
material actually gets on the air,  
but they can ' t get anything on the  
air without the support of their

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coworkers. They Say Good-Bye  
on Good Terms. Nobody likes it  
when great employees quit, but  
superbosses don ' t respond with  
anger or resentment. They know  
that former direct reports can  
become highly valuable

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members of their network,  
especially as they rise to major  
new roles elsewhere. Julian  
Robertson, the billionaire hedge  
fund manager, continued to work  
with and invest in his former  
employees who started their own

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funds. By sharing the fascinating stories of superbosses and their protégés, Finkelstein explores a phenomenon that never had a name before. And he shows how each of us can emulate the best tactics of superbosses to create

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our own powerful networks of  
extraordinary talent.

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From the author of Creative Mind  
And Success, comes this short  
book on how to utilise the power  
of your mind. Holmes shows us  
how our thoughts can become

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reality and what we can do to  
use that to our benefit.

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Lessons in creativity and  
business from the president of  
Pixar and Disney Animation \_

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'Just might be the best business  
book ever written.' Forbes  
Magazine This is the story  
behind the company that  
changed animation forever.  
Here, the founder of Pixar  
reveals the ideas and techniques



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that have made Pixar one of the most widely admired creative businesses, and one of the most profitable. As a young man, Ed Catmull had a dream: to make the world's first computer-animated movie. When an early

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partnership with George Lucas led, indirectly, to his founding Pixar with Steve Jobs and John Lasseter in 1986, he couldn't have known what would come. Nine years later and against all odds, Toy Story was released. It

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was the start of a new generation of animation. Through its focus on the joy of storytelling, inventive plots and emotional authenticity, Pixar revolutionised how animated films were created. Creativity, Inc. is a book

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for managers who want to lead  
their employees to new heights,  
a manual for anyone who strives  
for originality, with behind-the-  
scenes examples from Pixar  
itself. It is a book about how to  
build and sustain a creative

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culture with a unique identity.  
And through this story, we learn  
what creativity really is. 'Ed  
reveals, with common sense  
specificity and honesty,  
examples of how not to get in  
your own way and realize a

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creative coalescence of art,  
The Way Of True Inspiration  
business and innovation.'

George Lucas

How to Develop the Right Idea,  
at the Right Time

Face Your Fears and Unleash  
Creativity

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Getting to More Without Settling  
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Things Are What You Make of  
Them  
Building an Inventive  
Organization  
The Pixar Touch

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Companion piece to the  
WoW Diary  
"Magical Mathematics  
reveals the secrets of  
amazing, fun-to-perform  
card tricks--and the  
profound mathematical



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ideas behind them--that  
will astound even the  
most accomplished  
magician. Persi Diaconis  
and Ron Graham provide  
easy, step-by-step  
instructions for each

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trick, explaining how to set up the effect and offering tips on what to say and do while performing it. Each card trick introduces a new mathematical idea, and

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varying the tricks in  
turn takes readers to  
the very threshold of  
today's mathematical  
knowledge. For example,  
the Gilbreath  
principle--a fantastic

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effect where the cards  
remain in control  
despite being  
shuffled--is found to  
share an intimate  
connection with the  
Mandelbrot set. Other

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card tricks link to the  
mathematical secrets of  
combinatorics, graph  
theory, number theory,  
topology, the Riemann  
hypothesis, and even  
Fermat's last theorem.

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of conjuring lore,  
including some closely  
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Magical Mathematics  
covers the mathematics  
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how the I Ching connects  
to the history of  
probability and magic  
tricks both old and new.  
It tells the  
stories--and reveals the  
best tricks--of the



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eccentric and brilliant  
inventors of  
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secrets through the  
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scam of three-card  
monte, traces the  
history of mathematical  
magic back to the  
thirteenth century and

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the oldest mathematical  
trick--and much more"-

A Wall Street Journal

Best Book of the Year

The Pixar Touch is a

lively chronicle of

Pixar Animation Studios'

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history and evolution,  
and the “fraternity of  
geeks” who shaped it.  
With the help of  
animating genius John  
Lasseter and visionary  
businessman Steve Jobs,

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Pixar has become the gold standard of animated filmmaking, beginning with a short special effects shot made at Lucasfilm in 1982 all the way up

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through the landmark  
films Toy Story, Finding  
Nemo, Wall-E, and  
others. David A. Price  
goes behind the scenes  
of the corporate feuds  
between Lasseter and his

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former champion, Jeffrey  
Katzenberg, as well as  
between Jobs and Michael  
Eisner. And finally he  
explores Pixar's complex  
relationship with the  
Walt Disney Company as

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it transformed itself  
into the \$7.4 billion  
jewel in the Disney  
crown. With an Updated  
Epilogue  
In alternating chapters  
of fiction and



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nonfiction, Huber turns  
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Orwell's words,  
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1984 from the computer's  
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How to Make Creativity  
an Everyday Habit Inside  
Your Organization

***A Sunday Times Best Book  
of the Year 2017 One day***

*Page 131/247*

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*in November 1994,*  
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*Lawrence Levy received a  
phone call out of the  
blue from Steve Jobs,  
whom he'd never met,  
offering him a job  
running Pixar, a little-*

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*known company that had  
already lost Jobs \$50  
million. With Pixar's  
prospects looking bleak,  
it was with some  
trepidation that Levy  
accepted the position.*

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*After a few weeks he  
discovered that the  
situation was even worse  
than he'd imagined.  
Pixar's advertising  
division just about  
broke even, its graphics*

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*software had few  
customers, its short  
films didn't make any  
money and, on top of all  
that, Jobs was pushing  
to take the company  
public. Everything was*

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*riding on the studio's  
first feature film,  
codenamed Toy Story, and  
even then it would have  
to be one of the most  
successful animated  
features of all time...*



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*Full of wisdom on  
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*bringing business and  
creativity together, and  
recounting the touching  
story of Levy's enduring  
friendship with Jobs, To  
Pixar and Beyond is a*

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*account of one of*  
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*success stories.*

*Big data entrepreneur*  
*Allen Gannett overturns*  
*the mythology around*

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*reveals the science and*  
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*secrets behind achieving*  
*breakout commercial*  
*success in any field. We*  
*have been spoon-fed the*  
*notion that creativity*

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*is the province of  
genius -- of those  
favored, brilliant few  
whose moments of insight  
arrive in unpredictable  
flashes of divine  
inspiration. And if we*

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*are not a genius, we  
might as well pack it in  
and give up. Either we  
have that gift, or we  
don't. But Allen shows  
that simply isn't true.  
Recent research has*

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*shown that there is a  
predictable science  
behind achieving*

*commercial success in  
any creative endeavor,  
from writing a popular  
novel to starting up a*

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*successful company to  
creating an effective  
marketing campaign. As  
the world's most  
creative people have  
discovered, we are  
enticed by the novel and*

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the familiar. By  
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understanding the  
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mechanics of what

Gannett calls “the  
creative curve” – the  
point of optimal tension  
between the novel and



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can better engineer  
mainstream success. In a  
thoroughly entertaining  
book that describes the  
stories and insights of  
everyone from the*

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*Broadway team behind  
Dear Evan Hansen, to the  
founder of Reddit, from  
the Chief Content  
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Michelin star chefs,  
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*laws of creative success  
and identifies the  
common patterns behind  
their achievement.*

*From Ed Catmull, co-  
founder (with Steve Jobs  
and John Lasseter) of*

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*Pixar Animation Studios,*  
The Way Of True Inspiration  
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*comes an incisive book  
about creativity in  
business—sure to appeal  
to readers of Daniel  
Pink, Tom Peters, and  
Chip and Dan Heath.*

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*Creativity, Inc. is a  
book for managers who  
want to lead their  
employees to new  
heights, a manual for  
anyone who strives for  
originality, and the*

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*first-ever, all-access*  
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trip into the nerve  
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center of Pixar

*Animation—into the*  
*meetings, postmortems,*  
*and “Braintrust”*  
*sessions where some of*

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the most successful  
The Way Of True Inspiration  
films in history are  
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made. It is, at heart, a  
book about how to build  
a creative culture—but  
it is also, as Pixar co-  
founder and president Ed

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*Catmull writes, "an  
expression of the ideas  
that I believe make the  
best in us possible."*

*For nearly twenty years,  
Pixar has dominated the  
world of animation,*



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*producing such beloved  
films as the Toy Story  
trilogy, Monsters, Inc.,  
Finding Nemo, The  
Incredibles, Up, and  
WALL-E, which have gone  
on to set box-office*

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*records and garner  
thirty Academy Awards.  
The joyousness of the  
storytelling, the  
inventive plots, the  
emotional authenticity:  
In some ways, Pixar*

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*movies are an object  
lesson in what  
creativity really is.*

*Here, in this book,  
Catmull reveals the  
ideals and techniques  
that have made Pixar so*

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*widely admired—and so  
profitable. As a young  
man, Ed Catmull had a  
dream: to make the first  
computer-animated movie.  
He nurtured that dream  
as a Ph.D. student at*

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*the University of Utah,*  
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*where many computer  
science pioneers got  
their start, and then  
forged a partnership  
with George Lucas that  
led, indirectly, to his*

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founding Pixar with  
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Steve Jobs and John  
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Lasseter in 1986. Nine  
years later, Toy Story  
was released, changing  
animation forever. The  
essential ingredient in

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that movie's success—and  
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in the thirteen movies  
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that followed—was the  
unique environment that  
Catmull and his  
colleagues built at  
Pixar, based on

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*philosophies that  
protect the creative  
process and defy  
convention, such as: •  
Give a good idea to a  
mediocre team, and they  
will screw it up. But*



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*give a mediocre idea to  
a great team, and they  
will either fix it or  
come up with something  
better. • If you don't  
strive to uncover what  
is unseen and understand*

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*its nature, you will be  
ill prepared to lead. •  
It's not the manager's  
job to prevent risks.  
It's the manager's job  
to make it safe for  
others to take them. •*

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*The cost of preventing  
errors is often far  
greater than the cost of  
fixing them. • A  
company's communication  
structure should not  
mirror its*

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*organizational  
structure. Everybody  
should be able to talk  
to anybody. • Do not  
assume that general  
agreement will lead to  
change—it takes*

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*substantial energy to  
move a group, even when  
all are on board.*

*Imagination. It's an  
innate quality that  
every child seems to  
possess in immeasurable*

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*quantities. Imagination  
allows children to  
create wonderful worlds  
in which to relate to  
their friends, envision  
their futures, and, of  
course, play with their*

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*toys. More often than  
not, imagination is a  
quality that diminishes  
with age, as fantasy  
worlds are replaced by  
"the real world" and  
inquiring young minds*

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*are forced to grow up.  
But there are those  
among us, who, like  
Peter Pan and the Lost  
Boys, never stop using  
their imaginations,  
envisioning their*



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*futures, and, most*  
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*importantly in this*  
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*context, playing with*  
*their toys. A select*  
*group of these*  
*individuals—and their*  
*unfettered*

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*imagination*—are the  
reason that the Toy  
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The Toy Story Films: An  
Animated Journey tells  
the tale of the  
incredibly talented

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*visionaries who*  
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*conceived, developed,*  
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*and ultimately shared*  
*Woody, Buzz, and the*  
*rest of Andy's toys with*  
*the entire world. Their*  
*story is recounted*

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*within these pages*  
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*through candid*  
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*interviews with the*  
*animators, directors,*  
*and voice actors who*  
*brought the films to*  
*life; artwork that*

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*inspired, grew into, or  
became a part of the  
iconic movies; and  
untold details of the  
growth and development  
of one of the most  
lucrative and*

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*artistically significant  
film series ever. It  
serves as a lesson to us  
all that we are never  
too old to use our  
imagination—and play  
with our toys.*

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perhaps most tragically  
misunderstood religion. In

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illuminates what is unique  
about Allah, His  
teachings, and His  
resolutely merciful  
temperament, and he  
thereby reveals that which**

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simply absent from the  
popular conception of the  
heart of Islam. So, too,  
does Miles uncover the  
spiritual and scriptural  
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then use to build and

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who knew and worked with him. This groundbreaking book continues to remind us not to get mired in all those sacred organizational routines that stifle people and strangle both profits and profitability. He shows a way to humanize business and a way to have fun while making it all work better than it ever worked before.



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\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will discover how to develop the creativity of your teams by taking inspiration from the example of Pixar. You will also discover that : creativity requires taking

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risks and allowing yourself the right to make mistakes; to be creative, you must keep an open mind to change and novelty; a healthy corporate culture is based on sincerity among colleagues; quality must be the absolute goal, before productivity or performance; pixar's successful films are the result of a series of changes and

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favorite creative outlet, Embrace Your  
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Crowd Jews once made the ascent from  
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Indian-American's turn. Citigroup,  
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of the Fortune 500 companies led by a



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group known as the "Twice Blessed." Yet little is known about how these Indian emigres (and children of emigres) rose through the ranks. Until now... The collapse of the Galleon Group--a hedge fund that managed more than \$7 billion in assets--from criminal charges of insider trading was a sensational case that pitted

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prosecutor Preet Bharara, himself the son of Indian immigrants, against the best and brightest of the South Asian business community. At the center of the case was self-described King of Kings, Galleon's founder Raj Rajaratnam, a Sri-Lankan-born, Wharton-educated billionaire. But the most shocking allegation was that the

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éminence grise of Indian business, Rajat Gupta, was Rajaratnam's accomplice and mole. If not for Gupta's nose-to-the-grindstone rise to head up McKinsey & Co and a position on the Goldman Sachs board, men like Rajaratnam would have never made it to the top of America's moneyed elite. Author Anita Raghavan

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sustainably successful. No  
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not a game of chance. It  
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strategy. And it begins  
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of equal pricing,  
promotion, and perceived  
quality, why does one  
outsell the others? The  
answer doesn't live in the  
sustainably successful*

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*products or services. The  
answer lives in those who  
use them. Our goal is to  
craft a strategy for  
creating successful users.  
And that strategy is full  
of surprising, counter-*

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creativity? The current  
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lifelong dream of creating  
the first-ever computer-

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*animated film, Ed  
dedicated himself to  
turning Pixar into a  
successful company that  
focused on fostering the  
creativity of its  
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style of leadership that  
flies in the face of  
current leadership  
thought, but a style that  
unquestionably works,  
nevertheless. Sample urges*

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down-to-earth, homespun,  
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*The Contrarian's Guide to  
Leadership*

*The first organizational book inspired  
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*place outside the kitchen. Every day, chefs across the globe churn out enormous amounts of high-quality work with efficiency using a system called mise-en-place--a French culinary term that means "putting in place" and signifies an entire lifestyle of readiness and engagement. In*

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*Work Clean, Dan Charnas reveals  
how to apply mise-en-place outside  
the kitchen, in any kind of work.*

*Culled from dozens of interviews with  
culinary professionals and executives,  
including world-renowned chefs like  
Thomas Keller and Alfred Portale, this  
essential guide offers a simple*

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*system to focus your actions and accomplish your work. Charnas spells out the 10 major principles of mise-en-place for chefs and non chefs alike:*

- (1) planning is prime; (2) arranging spaces and perfecting movements; (3) cleaning as you go; (4) making first moves; (5) finishing actions; (6)*

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*slowing down to speed up; (7) call and callback; (8) open ears and eyes; (9) inspect and correct; (10) total utilization. This journey into the world of chefs and cooks shows you how each principle works in the kitchen, office, home, and virtually any other setting.*

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SUMMARY - Creativity, Inc.:  
Overcoming The Unseen Forces That  
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By Ed Catmull And Amy Wallace  
My Unlikely Journey with Steve Jobs  
to Make Entertainment History  
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