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Hegarty On Creativity: There Are No Rules



Synopsis

We're all creative, but only some of us will be lucky enough to earn our living by it. Creativity isn't an occupation. It's a preoccupation. It invents, perfects and defines our world. It explains and entertains us. But what drives creativity? Inspires it? Sustains it? Written and delightfully illustrated by one of the leaders in creative thinking, 'Hegarty on Creativity' is insightful, stimulating, amusing and radical. This is one of the few books that can change your life.

Book Information

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Customer Reviews

This little book is not only thought provoking, it reminded me of the need to introduce creativity into my workplace which is in a sector one would not ordinarily seek creativity. I like how it encourages bold confidence in creative work, yet recognises not all creative is good or should necessarily be public. It's a book to keep in the top draw at work.

Loved the other, this is a lot shorter. The sort of book to return to and ruminates and even chew over.

This book will simplify the idea of what it is to be creative and how to implement it in anything you

will do.

Just repeating points again and again to fill pages

Simple, nice and useful for every single person in the advertising industry or any industry which needs creativity.

Easy to read, and understand. Topics were inspirational and motivational for creative people.

this is a wonderful book although the print is very tiny. I use the book for a choreography class. w

This is, quite simply, the best non-fiction book I have ever read. It's very short, and every single page is filled with truth. I kept reading it and saying "yes, yes, that's right, wow, definitely." You should keep it with you and refer back to it at all times. OK . . . since this is the first review on for this book, I ought to tell you what you are getting. Sir John Hagerty is a long-time and successful advertising executive. This is a series of short (2-3 page) observations on how to be creative. It includes ideas such as: "OK, let's get it out of the way. There is no such thing as originality." "What does it take to be creative? Fearlessness. . . . You have to put your creative reputation on the line." "Whatever you're creating, simplicity is the ultimate goal." "Get angry. . . . but don't let it eat you up. Instead, find a piece of paper, a canvas, anything, and get it out of you." I'm afraid my review makes this seem trite and trivial. Instead, I found this book to be as clear and succinct a description of how to ACTUALLY be successfully creative as you will find anywhere. The question for any book is not, is it worth your money, but is it worth your time. This one is.

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