



ROGER VON OECH

Leading Authority on Developing Creativity

Roger von Oech is an internationally recognized leader in stimulating creativity and innovation, having spent four decades enhancing the creative skills of more than a million individuals around the globe.

While working at IBM as a marketing representative, Roger learned that even great ideas won't get very far if you can't sell them, and that many people develop tunnel vision and thus miss a lot of good ideas around them. These two are the main reasonings behind his presentations on innovation and creativity.

Roger's creative thinking books "A Whack on the Side of the Head" and "A Kick in the Seat of the Pants" have activated the creative juices of millions around the world. In his latest book "Expect the Unexpected", he applies 30 of Heraclitus's epigrams as springboards to

dazzling creativity.

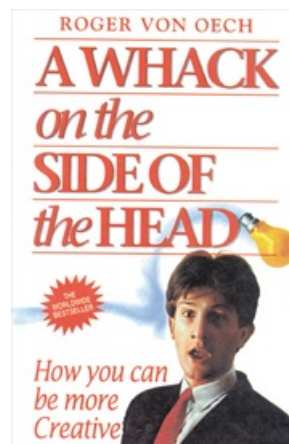
Treating each saying as an inexhaustible source of inspiration, he supplies amusing anecdotes, mind bending riddles, hidden jokes and intriguing questions designed to topple old habits of thought and fire the imagination. Roger von Oech holds a degree in History and Philosophy from Ohio State University and a Ph.D from Stanford University.

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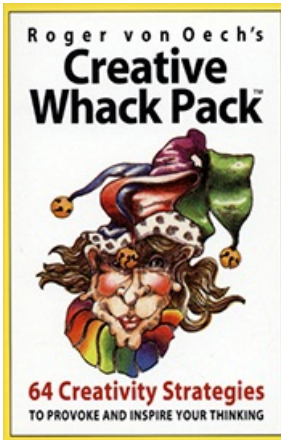
- Personal Growth
- Innovation and Creativity
- Organizational Transformation

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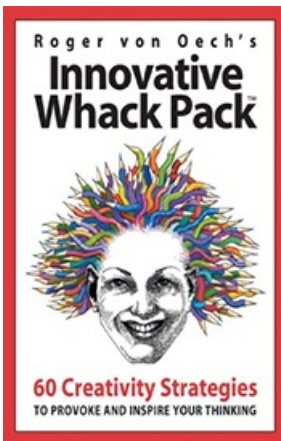
Libros



A WHACK ON THE SIDE OF THE HEAD



CREATIVE WHACK PACK



INNOVATIVE WHACK PACK
