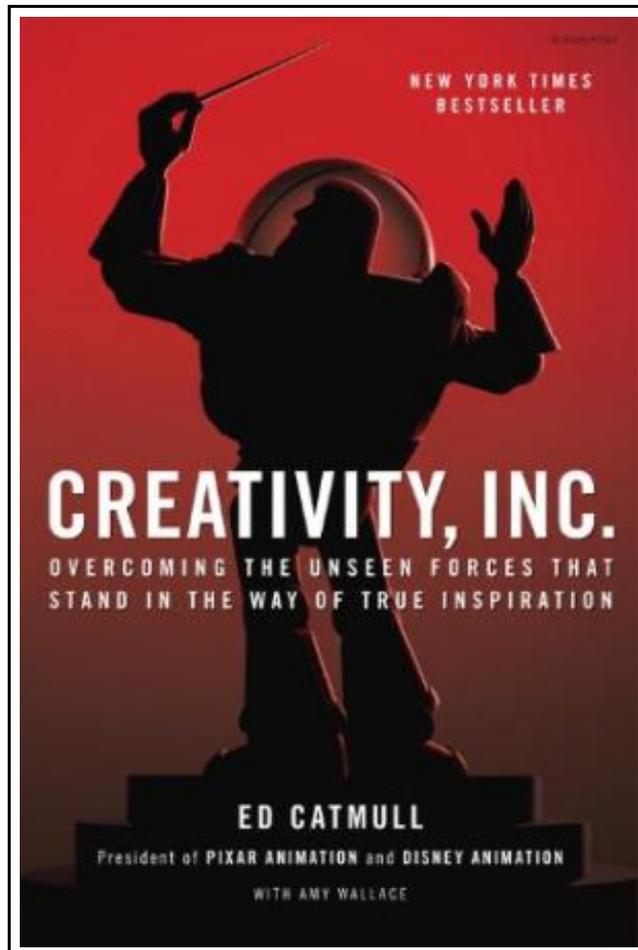


## Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration



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## CREATIVITY, INC.: OVERCOMING THE UNSEEN FORCES THAT STAND IN THE WAY OF TRUE INSPIRATION



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Random House April 2014, 2014. Hardcover. Book Condition: New. 'NEW YORK TIMES 'BESTSELLER "What does it mean to manage well?" From Ed Catmull, co-founder (with Steve Jobs and John Lasseter) of Pixar Animation Studios, comes an incisive book about creativity in business--sure to appeal to readers of Daniel Pink, Tom Peters, and Chip and Dan Heath. 'Forbes 'raves that 'Creativity, Inc. 'just might be the business book ever written.' '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 first-ever, all-access trip into the nerve center of Pixar Animation--into the meetings, postmortems, and 'Braintrust' sessions where some of the most successful films in history are 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 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, 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 records 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 '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-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, indirectly, to his founding Pixar with Steve Jobs...

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