

# OFF THE SHELF

BY JAY SOMERSET

## WHAT'S WORTH READING

### **Think Better: An Innovator's Guide to Productive Thinking**

**Tim Hurson**  
McGraw-Hill, 2008

Walk into any business brainstorming session and there's a good chance some top-brass exec will say, "Think different, will ya!" But author Tim Hurson suggests people "think better," and his book attempts to illustrate how to become a better thinker.

Toronto resident and founding partner of consulting firm think<sup>x</sup> intellectual capital, Hurson provides a six-step model for finding solutions to seemingly impossible problems by leading readers through basic steps—and intensive list-making—that break through inner barriers ("It'll never work") and patterned thinking ("It's just the way things work in our industry") to find a new solution.

"What's going on?" begins the process by asking you to explore the challenge at hand. It's a messy stage full of questions, not answers, and is the longest, most intensive stage of decision-

making. The next five steps demand envisioning success (the ideal outcome), pinpointing the question (the real problem or opportunity) and generating answers (a solution is scrutinized and tested against new, more radical ideas).

Once you've identified the best solution, Hurson again wants you to spend time adjusting and analyzing it until you are left with a final solution, which is then put into action.

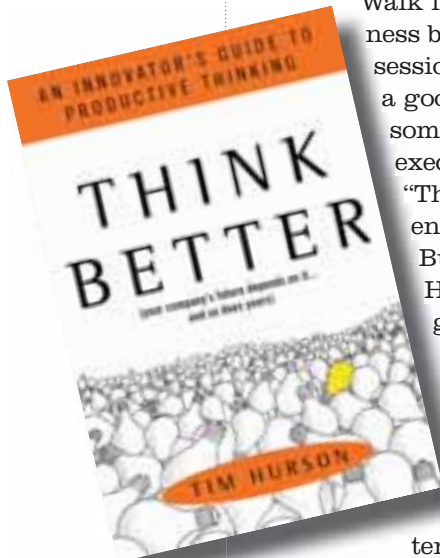
*Think Better* provides an actual how-to course of action for solving any problem, from engaging employees to finding new customers, and it's filled with great examples (including how Polaroid made "if only we could make instant pictures" a reality).

### **The Art of Woo: Using Strategic Persuasion to Sell Your Ideas**

**By G. Richard Shell and Mario Moussa**  
Portfolio/Penguin, 2007

In 1936, self-improvement guru Dale Carnegie penned *How to Win Friends and Influence People*, a book that went on to sell 50 million copies worldwide.

The idea behind the book, communicating your ideas and getting people on your side, is forever relevant, especially when your idea requires persuasion. Taking off



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