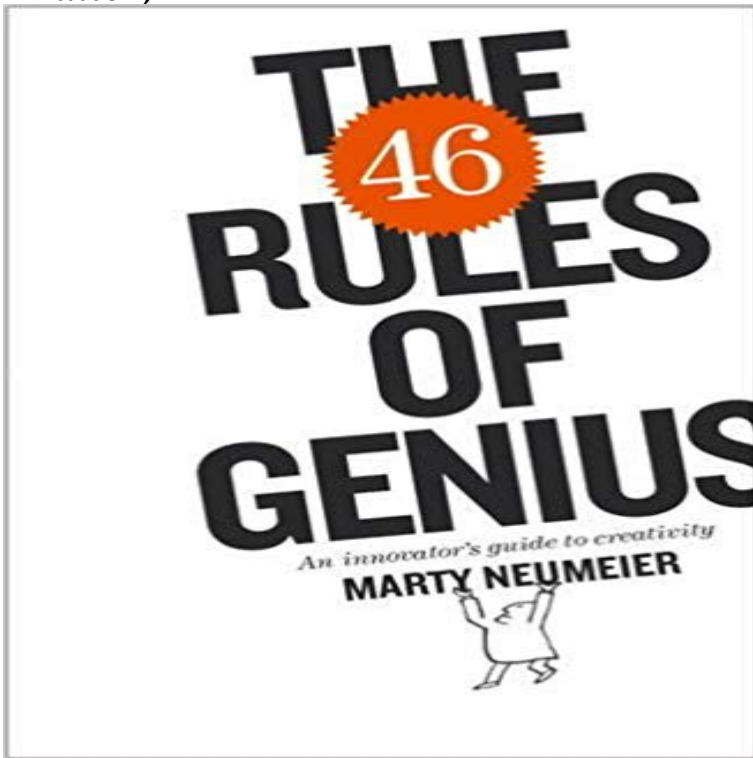


# The 46 Rules of Genius: An Innovators Guide to Creativity (Voices That Matter)



Not since Strunk and Whites *ELEMENTS OF STYLE* has a book compressed so many insights into so few pages. With his trademark simplicity and wit, Marty Neumeier has written and illustrated a concise guide that can be read quickly over a lunch break or savored slowly over a lifetime. Part 1, How can I innovate? offers insightful guidance such as Feel before you think, See whats not there, and Ask a bigger question. Rule #1 gives the paradoxical advice: Break the rules. Part 2, How should I work? offers down-to-earth tips on craft: Use a linear process for static elements, and Express related elements in a similar manner. The reader is also reminded: Dont be boring! In Part 3, How can I learn? contains practical advice including Do your own projects, Invest in your originality, and Develop an authentic style. Finally, Part 4, How can I matter? deals with the deeper questions of a career in creativity, such as Overcommit to a mission, Build support methodically, and Become who you are. *THE 46 RULES OF GENIUS* is a reassuring lighthouse against the swirling tides of innovation. Geniuses from every discipline will want to keep it in sight. (Educators: Those who recommend this book to students may also be interested its deeply researched precursor, *METASKILLS*, from which the rules were drawn.) From the back cover: Theres no such thing as an accidental genius. Anyone whos reached that exalted state has arrived there by design. But simply wanting to get there is not enough. A would-be genius also needs a theoretical framework, a basic compass, a set of principles to guide the way forward. Marty Neumeier, acclaimed author of *The Brand Gap* and *Metaskills*, has compressed the wisdom of the ages into the first quick start guide for genius46 glittering gems that will light your path to creative brilliance. This is *THE* essential handbook for designers, entrepreneurs, marketers, educators, artists,

scientists, innovators, and future leaders in every field.

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