



table

OF CONTENTS

nobody spots hot ideas in cold offices. SO WHY SIT THERE?	{ 12
explore ranges OF POSSIBILITY.	{ 28
what you see is WHAT YOU GET.	{ 44
listening 101: close mouth. OPEN EARS.	{ 66
ask the question, play the fool. DON'T ASK THE QUESTION STAY THE FOOL.	{ 82
know what makes your audience LAUGH, CRY AND SCREAM.	{ 92
if an idea pops up, write it down. IF A VISION DRIFTS IN SKETCH IT OUT.	{ 108

your yard isn't the only yard in town. AND YOUR NEXT IDEA MAY BE	JUST OVER THE FENCE.	{ 118
who you	GONNA CALL?	{ 136
we've all had our share of clunkers. SPOT WHAT YOU CAN DO TO	SALVAGE THEM.	{ 144
finders,	KEEPERS.	{ 154
look for one thing,	STUMBLE OVER ANOTHER.	{ 166
collaborate with	A HIBISCUS.	{ 174
a rut is a coffin	WITH THE ENDS KICKED OUT.	{ 190
the world is a book. IF YOU DON'T TRAVEL	YOU ONLY READ ONE PAGE.	{ 202
when you can't go, stay put.	AND MAKE THE MOST OF WHAT YOU'VE GOT.	{ 218
you can do everything we've talked about. YOU CAN SPOT	IDEA AFTER IDEA AFTER IDEA.	{ 240
END NOTES		{ 248