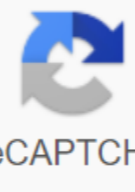


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What does it mean to manage well? From Ed Catmull, co-founder (with Steve Jobs and John Lasseter) to Pixar Animation Studios, comes an insightful book about creativity in the business, sure to appeal to readers Daniel Pink, Tom Peters, and Chip and Dan Heath. Creativity, Inc. is a book for managers who want to bring their employees to new heights, a guide for those seeking originality, and the first-ever, all-access trip to Pixar's nerve center animation-at meetings, posthumous and Braintrust sessions, where some of the most successful films in history are made. This is, in due course, a book about how to build a creative culture, but it's also like Pixar co-founder and president Ed Catmull writes, expressing ideas that I believe make the best of us possible. For nearly twenty years, Pixar has dominated the animation world, producing such favorite movies as the Trilogy History Games, Monsters, Inc., Finding Nemo, Incredible, Up, and WALL-E, which went on to set box office records and win thirty Oscars. Joy of storytelling, inventive plots, emotional authenticity: In a way, Pixar movies are the object of the lesson in what creativity really is. Here in this book, Catmull reveals the ideals and techniques that made Pixar so widely admired, and so profitable. In his youth, Ed Katmulla dreams of making the first computer-animated film. He nurtured this dream as a graduate student at the University of Utah, where many computer science pioneers got their start, and then entered into a partnership with George Lucas, which led, indirectly, to his creation of Pixar with Steve Jobs and John Lasseter in 1986. Nine years later, Toy Story was released, changing the animation forever. An important component of the success of this film, and in the thirteen films that followed, was the unique environment that Catmull and his colleagues built at Pixar, based on a philosophy that protects the creative process and challenges conventions such as: Give a good idea to a mediocre team and they will screw it up. But give a mediocre idea to a great team, and they will either fix it or come up with something better. If you do not seek to reveal what is invisible and understand its nature, you will be ill-prepared for lead. It is not the manager's job to prevent risks. It is the manager's job to make it safe for others to take them. The cost of preventing bugs is often much higher than the cost of fixing them. The company's communication structure should not reflect its organizational structure. Everyone should be able to talk to anyone. Do not think that general agreement will lead to changes - moving the group requires considerable energy, even if they are all on board. Some reviews: 46,667 ratings 3208 reviews in Goodreads.com 9/21/2016 I love this book so much. It was much needed exercise to read it again. 12/3/2014 Rare Business Book. I was moved to tears often by vulnerability and passion. This will be the final guide to creating a culture of excellence. Definitely one to reread regularly! One of the best books I've read with a thoughtful understanding of creativity, management and teamwork. Great story and a good extra bonus chapter about Steve Jobs, which was the best description of the person I've read yet. This is a brilliant book, a must for those who consider themselves creative. Hold on! Be sure for those who work with people! I may have to read it again ☺ very well. Long winds in some places. We need more high-tech. The stories about Steve Jobs were excellent. Management lessons were helpful but felt repetitive. I read this with a book group at work and it was one of the best business books I've ever read. Very interesting and attractive, but also very practical. Download: Google Drive Thank you for the interest in our services. We are a non-profit group that runs this website for document sharing. We need your help to maintain this site. To keep our site running, we need your help to cover our server costs (about \$400/m), a small donation will help us a lot. 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