

Bookshelf Bravado: Reads for Being Creative and Remaining a Pro

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If there's one trait our clients crave from us as global PR and marketing professionals, it's our creativity. With that in mind, here's a list of recommended books to boldly enhance our creative professionalism and help us show off our swag.



Creative Confidence: Unleashing the Creative Potential Within Us All, by Tom Kelley & David Kelley

Authors/brothers David and Tom Kelley, two of the planet's leading experts in innovation, design, and creativity, show that each and every one of us is creative by drawing on countless stories from their work at IDEO, the Stanford d.school, and many of the world's top companies. They identify the principles and strategies that will allow us to tap into our creative potential in both our work and personal lives.



Work Rules!, by Laszlo Bock

Author Laszlo Bock, head of People Operations at Google, says, "We spend more time working than doing anything else in life. It's not right that the experience of work should be so demotivating and dehumanizing." His book shows how managers and companies can enact changes to provide employees with more freedom and open communication, which is great for both morale *and* business.



The Art of Creativity: (30 brain hacks), by Jose Berengueres

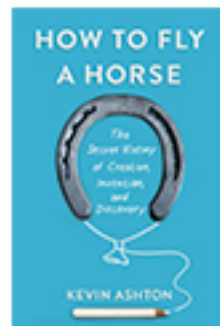
The gist of this book is that we should all place more importance on the process of improving than that of achieving. Beauty is imperfect, impermanent, and incomplete, and continuous improvement is a mental attitude that allows us to be comfortable with the fact that nothing lasts, nothing is finished, and nothing is

perfect.



The Creative Habit: Learn It and Use It for Life, by Twyla Tharp

This book by groundbreaking choreographer Twyla Tharp is best summarized in a quote from the author: "All it takes to make creativity a part of your life is the willingness to make it a habit. It is the product of preparation and effort, and is within reach of everyone. Whether you are a painter, musician, businessperson or simply an individual yearning to put your creativity to use."



How To Fly A Horse: The Secret History of Creation, Invention & Discovery, by Kevin Ashton

This book's narrative, 20 years in the making by an MIT technology pioneer, leads us on a journey through humanity's greatest creations to uncover the surprising truth behind who creates and how they do it. Ashton examines why innovators meet resistance and how they overcome it, why most organizations stifle creative people and how the most creative organizations work.



Superforecasting: The Art and Science of Prediction, by Philip E. Tetlock & Dan Gardner