

24 Books leading the Creativity, Innovation, Design Thinking discussion

- 2012** Right: A New Design Perspective for Business Innovation  
Scott Trent, Ron Bramhall – Artist, academic, Ph.D./ academic, MBA  
Self, 2012
- 2012** Imagine: How Creativity Works  
Jonah Lehrer - Journalist  
New York: Houghton Mifflin Harcourt, 2012
- 2011** The Innovator's DNA: Mastering The Five Skills of Disruptive Innovators  
Jeff Dyer, Hal Gregersen, Clayton M. Christensen  
Boston: Harvard Business Review Press, 2011
- 2011** Management by Design: Applying Design Principles to the Work Experience  
Daniel W. Rasmus – Management Consultant  
New Jersey: John Wiley & Sons, 2011
- 2011** Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity  
Josh Linkner – Jazz Musician, Entrepreneur, Academic  
San Francisco: Jossey-Bass, 2011
- 2011** Little Bets: How Breakthrough Ideas Emerge from Small Discoveries  
Peter Sims – Entrepreneur, MBA  
New York: Free Press, 2011
- 2010** Design Thinking: Integrating Innovation, Customer Experience, and Brand Value  
Edited by Thomas Lockwood  
New York: Allworth Press, 2010

- 2010** Where Good Ideas Come From: The Natural History of Innovation  
Steve Johnson – Author, MA in English Literature  
New York: Riverhead Books, 2010
- 2009** Change By Design: How Design Thinking Transforms Organizations and Inspires Innovation  
Tim Brown – CEO of IDEO, Industrial Designer  
New York: HarperCollins, 2009
- 2008** 5 Minds for the Future  
Howard Gardner – Developmental Psychologist  
Boston: Harvard Business Press, 2008
- 2006** The Semantic Turn: A New Foundation for Design  
Klaus Krippendorff – Engineer, Academic, Ph.D.  
New York: CRC Press, Taylor & Francis Group, 2006
- 2005** A Whole New Mind: Why Right-Brainers Will Rule the Future  
Daniel Pink – Journalist, Speech Writer, Law Degree  
New York: The Penguin Group, 2005
- 2005** The Ten Faces of Innovation: IDEO's Strategies for Beating the Devil's Advocate & Driving Creativity Throughout Your Organization  
Tom Kelley, Jonathan Littman – Business Consultant, General Manager IDEO  
New York: DoubleDay, 2005

- 2003** The Innovator's Solution: Creating and Sustaining Successful Growth  
Clayton M. Christensen, Michael E. Raynor  
Boston: Harvard Business School Press, 2003
- 2003** Twyla Tharp The Creative Habit: Learn It and Use It for Life  
Twyla Tharp, Mark Reiter – Dancer, Choreographer  
New York: Simon & Schuster, 2003
- 2002** The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community, and Everyday Life  
Richard Florida – Academic, Ph.D.  
New York: Basic Books, 2002
- 2001** The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm  
Tom Kelley, Jonathan Littman – Business Consultant, General Manager IDEO  
New York: DoubleDay, 2001
- 2000** The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business  
Clayton Christensen – Academic, Ph.D.  
New York: HarperBusiness, 2000
- 1999** Origins of Genius: Darwinian Perspectives on Creativity  
Dean Keith Simonton  
New York: Oxford University Press, 1999

- 1996** Orbiting the Giant Hairball: Orbiting the Giant Hairball  
Gordon MacKenzie - Artist  
New York: Viking, 1996
- 1990** Flow: The Psychology of Optimal Experience  
Mihaly Csikszentmihalyi – Psychologist, Academic, Ph.D.  
New York: HarperPerennial, 1990
- 1985** Six Thinking Hats  
Edward de Bono – Ph.D., M.D., Academic  
New York: Little, Brown and Company, 1985
- 1984** Genius Creativity & Leadership: Historiometric Inquiries  
Dean Keith Simonton  
New York: Harvard University Press, 1984
- 1979** Drawing on the Right Side of the Brain: A Course in Enhancing Creativity and Artistic Confidence  
Betty Edwards – Artist, Academic, Ph.D.  
Los Angeles: J.P. Tarcher, 1979