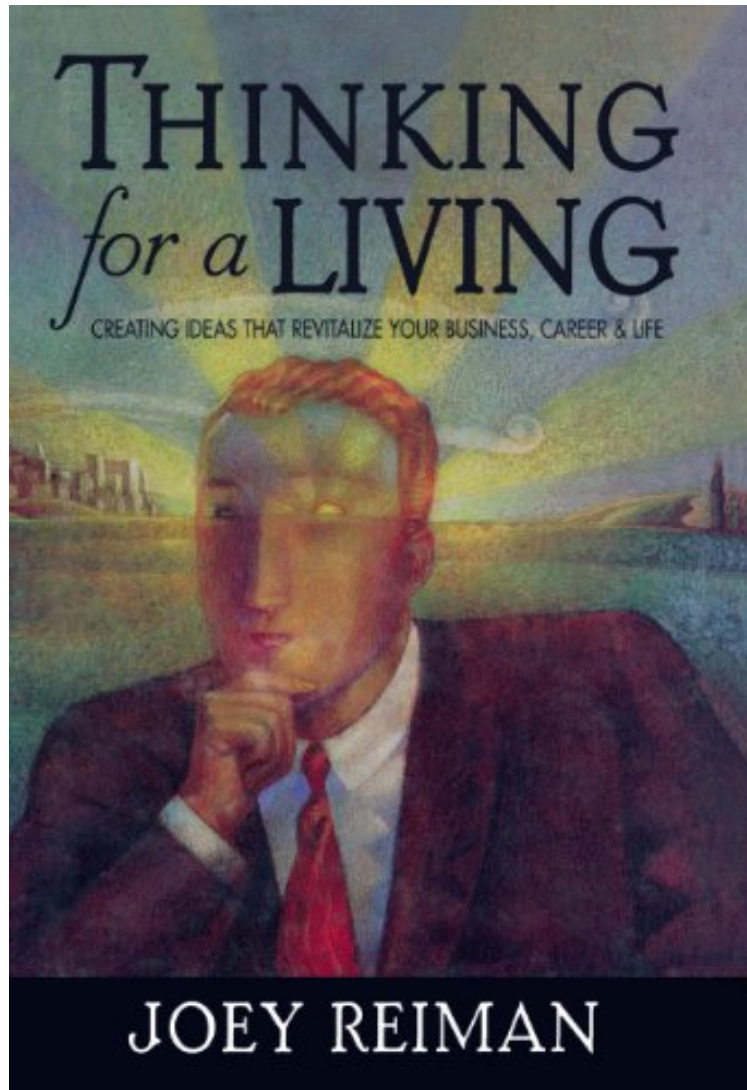


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Thinking for a Living: Creating Ideas That Revitalize Your Business, Career, and Life

Joey Reiman

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Joey Reiman : Thinking for a Living: Creating Ideas That Revitalize Your Business, Career, and Life before purchasing it in order to gage whether or not it would be worth my time, and all praised Thinking for a Living: Creating Ideas That Revitalize Your Business, Career, and Life:

0 of 0 people found the following review helpful. A Truly Thought-Provoking Read!By Daniel ColeThe first word that comes to mind when discussing "Thinking for a Living" is "inspiring." Joey Reiman's outlook on the world is completely unique, and his optimistic perspective resonates throughout every page of this easy-to-read book. The narrative is infused with authenticity, humor and creativity, framing Reiman as a likable and knowledgeable character.

He expresses his opinions clearly and passionately, without coming across as preachy or arrogant, and his recommendations are actionable in personal, as well as professional, settings. I find it tough to believe that anyone could read "Thinking for a Living" and not walk away feeling energized and excited about the possibility of applying Reiman's ideologies to his or her daily life. The objective of the book is not to convince readers to mimic Reiman's path to success, but rather to assess available opportunities in one's own situation to fuse imagination with purpose in support of a more socially responsible, compassionate society. 0 of 0 people found the following review helpful. Five Stars By Randy L Martingreat book to make you think 0 of 0 people found the following review helpful. Great Read By Saavy shopper Have not completed the book yet; however, I am enjoying what I am reading so far. I am encouraged and motivated.

Can one idea be worth a million dollars? Advertising mogul Reiman discusses his formula for creating million-dollar ideas. A guidebook for every entrepreneur.

From Library Journal The "big idea" behind this book is that ideas are becoming more valuable. Reiman became wealthy in advertising, then founded BrightHouse, a company that sells ideas. He offers many anecdotes about how creative thinking has paid large rewards in his life but little advice for those who would emulate him. He insists throughout that ideas are the currency of the future, but he gives few clues as to who will buy these ideas and who will execute them. His material is scattered, with no clear idea of where it is going, ranging from anecdotes to a four-page "history of the world through advertising" to brief biographies of outstanding thinkers to models of how the mind generates ideas and even a few, very general management tips. Perhaps he intended this book to be read "experientially" rather than as a simple presentation of information. A form he says is outdated-but such an interpretation is generous. Mildly entertaining and thought-provoking but with little of practical value. A. J. Sobczak, formerly with California State Univ., Northridge Copyright 1998 Reed Business Information, Inc.