



Expect the Unexpected (or You Won't Find It): A Creativity Tool Based on the Ancient Wisdom of Heraclitus

Roger Von Oech, George Willett

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Heraclitus lived 2,500 years ago, but his adages, including ""You can't step in the same river twice"" and ""Dogs bark at what they don't understand, "" remain surprisingly relevant today. Expect the Unexpected or You Won't Find It uses 30 of Heraclitus's epigrams to unleash creativity. Treating each saying as an inexhaustible source of inspiration, author Roger von Oech supplies anecdotes, riddles, questions, and hidden jokes designed to topple old modes of thought and fire the imagination. Reversing expectations, turning change to advantage, creating powerful metaphors -- these concepts derived from Heraclitus can help anyone searching for new approaches to problem solving.

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