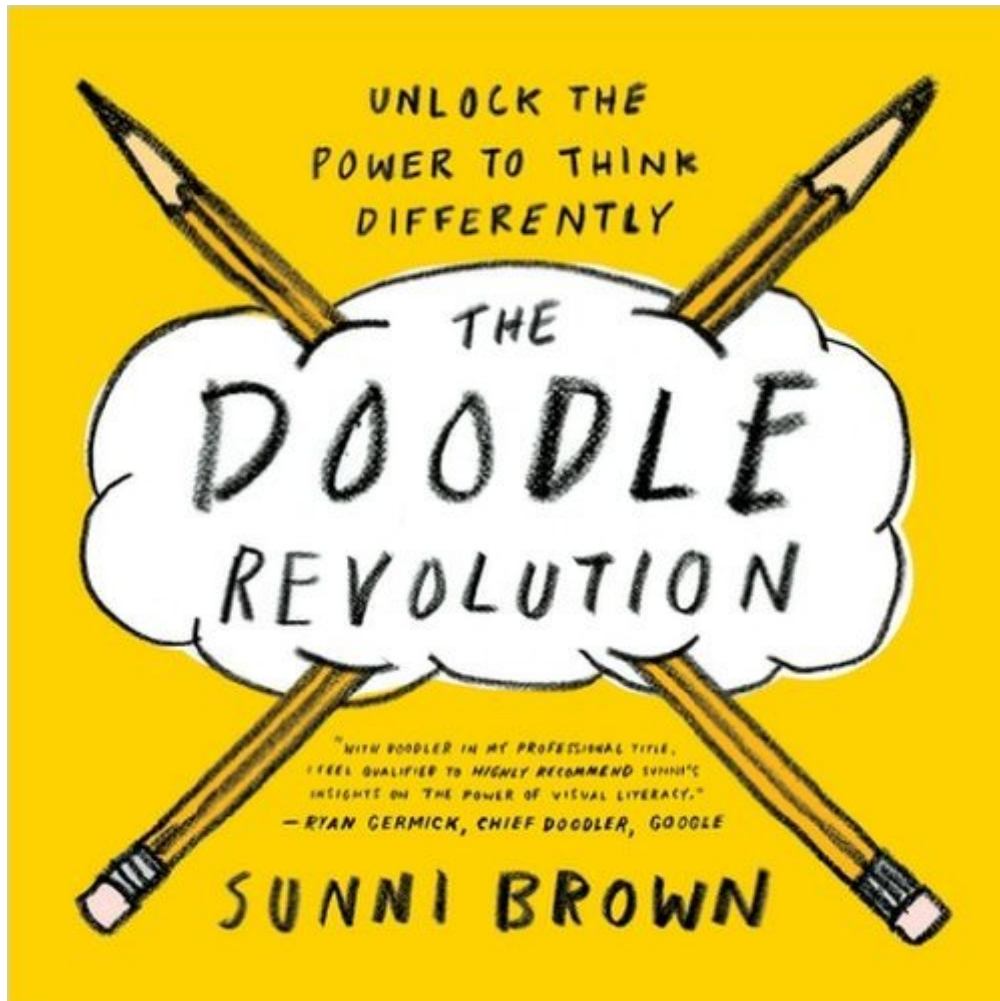


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# The Doodle Revolution: Unlock The Power To Think Differently



## Synopsis

There is NO SUCH THING as a mindless doodle What did Einstein, JFK, Edison, Marie Curie, and Henry Ford have in common? They were all inveterate doodlers. These powerhouse minds knew instinctively that doodling is deep thinking in disguise-a simple, accessible, and dynamite tool for innovating and solving even the stickiest problems. Sunni Brown's mission is to bring the power of the Doodle to the rest of us. She leads the Revolution defying all those parents, teachers, and bosses who say Stop doodling! Get serious! Grow up! She overturns misinformation about doodling, demystifies visual thinking, and shows us the power of applying our innate visual literacy. She'll teach you how to doodle any object, concept, or system imaginable, shift habitual thinking patterns, and transform boring text into displays that can engage any audience. Sunni Brown was named one of the "100 Most Creative People in Business" and one of the "10 Most Creative People on Twitter" by Fast Company. She is founder of a creative consultancy, an international speaker, the co-author of Gamestorming, and the leader of a global campaign for visual literacy called The Doodle Revolution. Her TED Talk on doodling has drawn more than a million views on TED.com. Her work on visual literacy and gaming has been featured in over 35 nationally-syndicated news programs and reported on in The Wall Street Journal, CNN.com, the BBC, Fast Company, Inc. Magazine, etc. She lives in Keep Austin Weird, Texas.

## Book Information

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## Customer Reviews

Empirical evidence suggests that humans are born with the native capacity to think visually. Indeed, the configuration of a human face - the position of eyes and mouth are hard wired in the human

brain. Yet once we are schooled, most of us become language-centric in our thoughts and communication, leaving our visual intelligence to be stimulated by entertainment media. Sunni Brown's new book, "The Doodle Revolution", is a welcome wake-up call to reengage these innate visual skills toward immediately practicable communication skills and a richer cognitive existence. Having fruitfully employed Sunni's "gamestorming" techniques to facilitate ideation in various workshops, I eagerly anticipated "The Doodle Revolution". I hoped it would extend my group facilitation repertoire with visual communication skills. It has turned out to be much more than that. The first thing I noticed was an exuberant tone and dynamic style that kept me engaged. The next thing I noticed is that the book is filled with, well, doodles! Sunni practices what she preaches and employs her own methods as a communication device in the book, which effectively reinforces the methodology. In addition to myriad doodles, there are activities and games throughout the book that guide the reader through a developmental process of visual literacy that is quite enjoyable. I also found that although the book follows a logical progression, it is possible to use the early concepts right away, so I could advance at my own pace and still get immediate utility from it. In fact, being able to use the basic concepts right away seems to help build the scaffolding for the more advanced techniques that follow.

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