



The Idea Agent: The Handbook on Creative Processes

Jonas Michanek, Andréas Breiler

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The Idea Agent is a practical idea management handbook, aimed at people who want to take an active role in creative processes across all areas. It combines the creatively wild with the rationally structured techniques for innovation to provide readers with a varied toolbox of proven idea management methodology. From discussing how to identify a problem or opportunity, to describing techniques for idea creation, it offers a step-by-step guide to building creative concepts for the marketplace. With built-in exercises and applications, this book is an ideal working companion for any innovator.

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