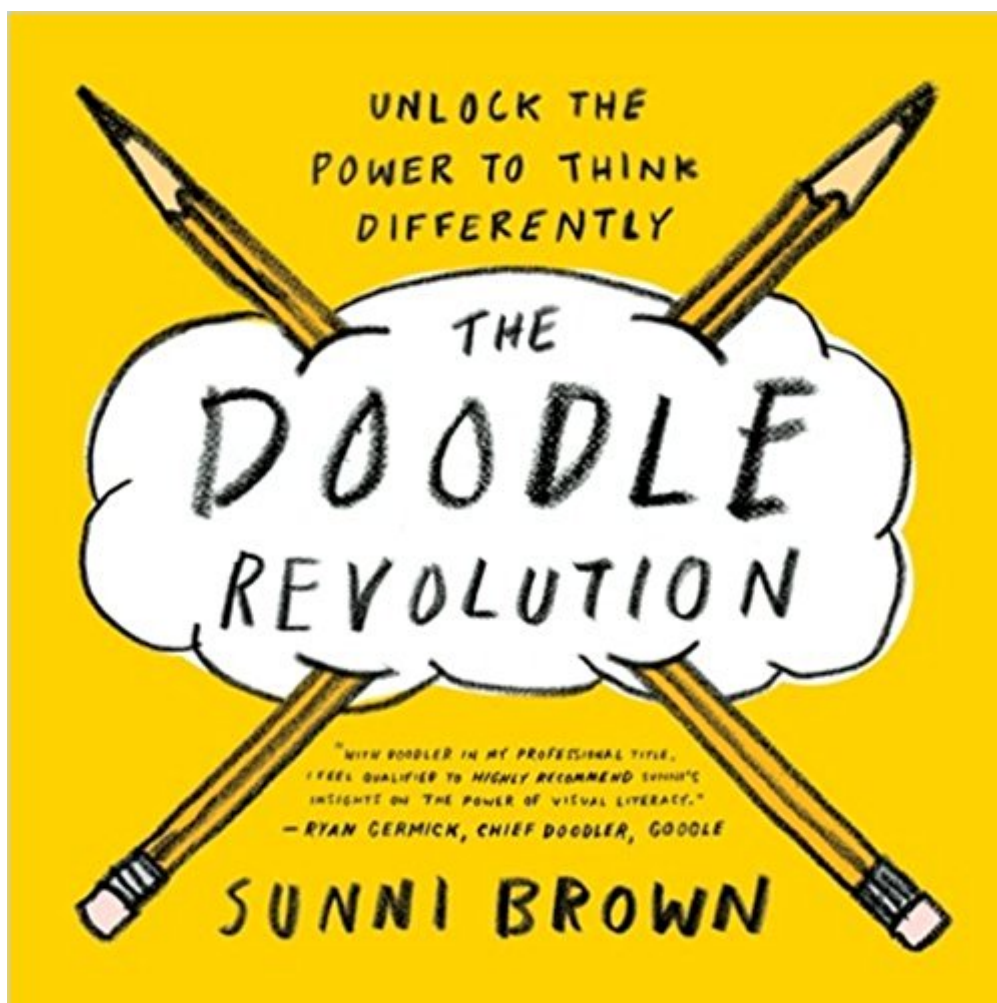


The book was found

# 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

“In *The Doodle Revolution*, Sunni Brown opens our minds to the idea that we naturally possess a simple, overlooked skill of great value: the ability to doodle. It's a rare gift to

be taught such a rewarding truth in so joyful and light-hearted a manner. Sunni is a creative light and an inspiring mentor.

• "Chris Anderson, TED Curator "Why do we insist on representing our world using 26 letters rather than an infinity of pictures? Sunni Brown shows us how to doodle our way to better thinking. Her book will have you drawing insights on the page, not just in the margins."

• "Dan Heath, co-author of *Decisive, Made to Stick*, and *Switch* "Contrary to popular opinion, doodling is a serious endeavor. As Brown shows in this smart and accessible book, applying visual language allows you to see new dimensions of a problem -- and at times, new aspects of yourself. So get out your writing sticks and prepare to doodle!"

• "Daniel H. Pink, author of *To Sell is Human* and *Drive* "The future is filled with an ever-growing density of information, so visual literacy "the ability to think and communicate using visual language" will become an essential skill. Thankfully, *The Doodle Revolution* gives all of us the ability to take the leap."

• "Jane McGonigal, author of *Reality Is Broken* "Doodles come straight from the Unconscious. That's partly why they work. Sunni did a beautiful job of shining a light on visual language."

• "Steven Pressfield, author of *The War of Art* and *The Legend of Bagger Vance* "There is a reason why so many innovative companies use Sunni's techniques for visual literacy, and it's not just because they want to have fun. These methods offer consistently better thinking, and in the process deliver happiness as well."

• "Tony Hsieh, Zappos.com CEO and author of *Delivering Happiness* "Doodling is not just a nervous habit. It nudges the mind to discover different angles and hidden connections. In the long run "and especially around new media "expressing oneself in raw text might not stand up in the face of artistic, spatial, and emotive text. Sunni has found a way to validate and systematize a new language that enables thinking on a whole new level."

• "Robert McKee, author of *Story* "Both practical and inspiring, Brown's book reminds readers of the revolutionary power of simplicity in an information-overloaded world. A gold mine for readers interested in learning more about the benefits of increased visual literacy."

• "Kirkus "Brown's defense of the doodle is convincing . . . this creative, fun book will definitely help you get your doodle on."-SUCCESS magazine

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 a consultant, an international speaker, the coauthor of *Gamestorming*, and the leader of a global campaign for visual literacy.

I am a died-in-the-wool doodler - have been all my professional career. I prefer mind-maps to outlines and word-art to text notes. "The Doodle Revolution" is more didactic than I hoped, the book

ironically involves much less demonstration and exercise than lecture and textbook discussion. It serves best as a rhetorical defense of doodling as effective visual communication. It has an academic style: thorough and dense. (Sadly, one cannot "read" the illustration doodles alone and understand the author's message.) Not substantially a "how-to" book, it does provide a great springboard to other doodle guidance materials. I recommend "The Doodle Revolution" if you want to understand "why" visual communication is increasingly important in a multi-media world. I recommend it if you need solid reasons to convince yourself to join the revolution. But there are better sources for learning "how" to doodle.

The presentation of the book clearly shows that Brown knows how to organize information in an entertaining, friendly way. She uses a lot of "infographics" so that the reader wouldn't have to trudge along reading huge blocks of texts and the doodle examples in her book are simple enough to encourage one that he/she can doodle herself. The first part of the book is about the importance of doodling and its communicative power in the workplace or any creative venture. The second half is basically a crash course in drawing, going over tools such as shapes, lines, shading, etc. I didn't really need the latter half because I've been drawing and illustrating for a while, but I did like the rationale for a visual basis of communication in the beginning of the book. I'd recommend this book to people who generally don't draw or think that drawing can be productive in any manner.

Struggling thru half way and it still doesn't capture my attention

I didn't expect the book to be so scientific and detailed. Interesting as it was I was hoping for fun interpretation's of doodling for a workshop I'm giving.

I saw Ms. Brown at BookPeople in Austin doing a live demo of this Doodle Revolution and was hooked! It was effective with both children and adults and gets the mind racing in positive, directed directions. As a long time doodler, it helped to put into words what I've always known - and I've given it or recommended it to many people since that day - and love how people have reacted so positively to the ideas that it presents.

Once, in a business meeting, the boss called out a colleague for doodling "when he should have been listening." As a doodler myself, I knew my colleague WAS listening, probably more intently than anyone else in the room but the boss was too stupid to know that. I always knew I was right

and this book confirms my hunch about doodling. First thing I did after this book was to go out and get a giant sketch book and now all day long I doodle contently as I speak with clients and potential clients on the phone.

Brown offers great ideas to increase learning and develop thinking. I really enjoyed trying to draw along through the exercises in the book.

The book arrived on time and in new condition. It describes how doodles can get your mind to think differently and can change your outlook. I love doodling and this book validates my sloppy pastime. I would buy from this seller again and recommend them to my friends.

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