

The Imagination Gap

Stop Thinking the Way You Should and Start Making Extraordinary Things Happen

Brian Reich

About the Book

Everyone has imagination. Imagination helps us see new possibilities for the future, navigate in times of uncertainty, and spark new ideas. But most of us do not know how to use imagination to its fullest potential or how to harness the power of imagination to overcome obstacles. The result: our most important ideas and biggest ambitions never turn in to reality.

This is The Imagination Gap.

In this timely new book, Brian Reich shows us that imagination is the greatest natural resource available to humans and one of the most powerful forces in shaping behavior to make real change. He explains how the most creative thinkers, forward-looking entrepreneurs, and influential change agents, in every sector of our society, harness the power of their imaginations to achieve their goals, and motivate others to take action. He outlines how the strongest leaders show others how to use their imaginations to expand their individual and collective potential.

In a rapidly changing world with so many choices and challenges to face, we must draw on our imagination more than ever before. Imagination makes the difference between projects that succeed and those that don't, and is the key ingredient that transforms an idea from interesting into world-changing. The Imagination Gap helps leaders in every sector more effectively use and apply their imaginations to explore new, creative, and innovative approaches to survive and thrive.

The book features dozens of in-depth interviews and examples from a range of industries and settings including Broadway, comedy, marketing, nonprofits, politics, Silicon Valley, and more. It also includes specific, actionable guidance and steps to follow to stop thinking the way you "should" and start making extraordinary things happen.



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Format: Paperback

Pagination: 272

Price: £15.99 \$20.99 €18.99

Publication Date: 1st Oct 2018

ISBN: 9781787690981

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