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Nota di contenuto	Introduction: What's the big idea?; Exercise your imagination; Be playful; Write your manifesto; Question, question, question; Keep it simple; Just get started; Value first ideas; Voice your wildest concept; Act like a kid; Take notice; Visualize it; Get help; Know who's the daddy; What would Terry do?; Ask 'What else can I do with this?'; Find your inner genius; Make 'em laugh; Reposition; Hoard; Find a link; Make leaping jumps; Fail towards success; Find an analogy; Change what appears to be fixed; Fix your frustrations; Look to nature; Change the room; Build your own space; Try osmosis Change the sceneryImprovise; Go to the factory; Trust your hunches; Potter, ponder and tinker; Try translating; Sleep on it; Take a break; Spend time daydreaming; Embrace absurdity; Take a chance; Fence yourself in; Try swapping systems; Try combining systems; Be a storyteller; Appreciate accidents; Talk your way in; Criss-cross borders; Take things literally; Be contrary; Make it personal; Understand your process; Just in time; Practise, practise, practise; Index; Credits and acknowledgements