What We’re Reading

We’ve put together a small library of some of our favorite books about creativity. They’ve inspired us, and we hope they inspire you, too.

1. What To Do When Machines Do Everything: How to Get Ahead in a World of AI, Algorithms, Bots, and Big Data
   by Malcolm Frank, Paul Roehrig & Ben Pring
   Learn More
2. **Creative Confidence: Unleashing the Creative Potential Within Us All**
   by Tom Kelley and David Kelley
   [Learn More]
3. **Zig Zag: The Surprising Path to Greater Creativity**
   by Keith Sawyer
   Learn More

4. **The Creative Spark: How Imagination Made Humans Exceptional**
   by Agustín Fuentes
5. **Your Creative Brain: Seven Steps to Maximize Imagination, Productivity and Innovation in Your Life**  
   by Shelly Carson  
   Learn More

6. **Corporate Creativity: How Innovation & Improvement Actually Happen**  
   by Alan G. Robinson
7. **Wired to Create: Unraveling the Mysteries of the Creative Mind**
   by Scott Barry Kaufman & Carolyn Gregoire
   Learn More

8. **Seeing What Others Don’t: The Remarkable Ways We Gain Insights**
9. **The Biology of Brainstorming: Speed up your mind!**
   by Henning Beck

10. **Collaborative Creativity: Innovative Methods for Joint Idea Generation in Teams**
Free Your Creativity
by Julia Cameron