

25TH ANNIVERSARY EDITION

*The
Bestselling
Creative Thinking
Classic*



REVISED AND UPDATED

A Whack on the Side of the Head

“Displays
business
brilliance!”
— *USA Today*

How You Can Be
More Creative

Roger von Oech

A Whack on the Side of the Head

By Roger von Oech

A Whack on the Side of the Head

A Kick in the Seat of the Pants

Expect the Unexpected or You Won't Find It

Creative Whack Pack

Innovative Whack Pack

Ball of Whacks

X-Ball

Y-Ball

Star-Ball

A Whack on the Side of the Head

**How You Can Be
More Creative**

25th Anniversary Edition

Roger von Oech

Illustrated by George Willett

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