



Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas

John Pollack

Download now

[Click here](#) if your download doesn't start automatically

Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas

John Pollack

Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas John Pollack

A former presidential speechwriter for Bill Clinton explores the hidden power of analogy to fuel thought, connect ideas, spark innovation, and shape outcomes.

From the meatpacking plants that inspired Henry Ford's first moving assembly line to the domino theory that led America into Vietnam to the "bicycle for the mind" that Steve Jobs envisioned as the Macintosh computer, analogies have played a dynamic role in shaping the world around us—and still do today.

Analogies are far more complex than their SAT stereotype and lie at the very core of human cognition and creativity. Once we become aware of this, we start seeing them everywhere—in ads, apps, political debates, legal arguments, logos, and euphemisms, to name just a few. At their very best, analogies inspire new ways of thinking, enable invention, and motivate people to action. Unfortunately, not every analogy that rings true *is* true. That's why, at their worst, analogies can deceive, manipulate, or mislead us into disaster. The challenge? Spotting the difference before it's too late.

Rich with engaging stories, surprising examples, and a practical method to evaluate the truth or effectiveness of any analogy, *Shortcut* will improve critical thinking, enhance creativity, and offer readers a fresh approach to resolving some of today's most intractable challenges.



[Download Shortcut: How Analogies Reveal Connections, Spark Innov ...pdf](#)



[Read Online Shortcut: How Analogies Reveal Connections, Spark Inn ...pdf](#)

Download and Read Free Online Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas John Pollack

Download and Read Free Online Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas John Pollack

From reader reviews:

Sandra Phillips:

Do you among people who can't read satisfying if the sentence chained from the straightway, hold on guys this specific aren't like that. This Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas book is readable through you who hate those straight word style. You will find the details here are arrange for enjoyable reading experience without leaving perhaps decrease the knowledge that want to provide to you. The writer connected with Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas content conveys prospect easily to understand by many people. The printed and e-book are not different in the content material but it just different such as it. So , do you nevertheless thinking Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas is not loveable to be your top collection reading book?

Patricia Glover:

Reading a publication can be one of a lot of exercise that everyone in the world loves. Do you like reading book and so. There are a lot of reasons why people fantastic. First reading a publication will give you a lot of new information. When you read a guide you will get new information mainly because book is one of many ways to share the information as well as their idea. Second, looking at a book will make an individual more imaginative. When you examining a book especially tale fantasy book the author will bring you to imagine the story how the characters do it anything. Third, you could share your knowledge to others. When you read this Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas, you are able to tells your family, friends in addition to soon about yours reserve. Your knowledge can inspire the others, make them reading a book.

Bobbi Brunner:

Many people spending their time period by playing outside along with friends, fun activity with family or just watching TV 24 hours a day. You can have new activity to enjoy your whole day by reading a book. Ugh, do you think reading a book really can hard because you have to bring the book everywhere? It fine you can have the e-book, taking everywhere you want in your Touch screen phone. Like Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas which is keeping the e-book version. So , why not try out this book? Let's view.

Paul Simpson:

A lot of book has printed but it differs. You can get it by internet on social media. You can choose the very best book for you, science, comic, novel, or whatever through searching from it. It is referred to as of book Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas. You can add your knowledge by it. Without leaving the printed book, it could possibly add your knowledge and make a person happier to read. It is most crucial that, you must aware about book. It can bring you from one place to

other place.

**Download and Read Online Shortcut: How Analogies Reveal
Connections, Spark Innovation, and Sell Our Greatest Ideas John
Pollack #CZ93SUF7M6W**

Read Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas by John Pollack for online ebook

Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas by John Pollack Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas by John Pollack books to read online.

Online Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas by John Pollack ebook PDF download

Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas by John Pollack Doc

Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas by John Pollack Mobipocket

Shortcut: How Analogies Reveal Connections, Spark Innovation, and Sell Our Greatest Ideas by John Pollack EPub