

# Contents

<i>List of Figures</i>	<i>iv</i>
<i>Acknowledgments</i>	<i>vii</i>
<i>About the Author</i>	<i>x</i>
<i>Foreword</i>	<i>xiii</i>
<i>Preface</i>	<i>xvii</i>
Introduction	1
<b>1</b> Battle of the Brains	5
<b>2</b> What is an Idea Map?	19
<b>3</b> Reading and Creating Idea Maps	35
<b>4</b> The Three Basics of Idea Mapping	49
<b>5</b> Detours	61
<b>6</b> Applications	83
<b>7</b> The Question of Software	121
<b>8</b> It's a Process	149
<b>9</b> Team Mapping Method	181
<b>10</b> Breaking All the Rules	195
<b>11</b> Your Presentation Revisited	223
<b>12</b> Idea-Mapping Menu	229
<b>13</b> Real-Time Idea Mapping—The Final Challenge	247
Appendix 1: Summary of Lessons	255
Appendix 2: Workshop Information	257
<i>Index</i>	<i>259</i>
<i>About the CD-ROM</i>	<i>265</i>