

# Contents

<i>Preface</i>	ix
<i>Acknowledgements</i>	xiii
<b>I THE CREATIVE INDIVIDUAL</b>	<b>1</b>
1 The Day the World Ran out of Ideas	3
2 The Problem with Creative People	11
3 Two Guys in a Garage	23
4 21st Century Snake-Oil	35
5 The Biology of Inspiration	53
6 The Creative Personality	67
7 The Survival of the Weirdest	77
8 Towards a Formula for Genius	95
9 The Barbel and the Breadboard	103
<b>II THE CREATIVE ORGANIZATION</b>	<b>117</b>
Introduction to Part II	119
10 The Muse's Ransom	131
11 Poison in the Water-Cooler	151
12 Podsnaps and Ponytails	167
13 Structures and Strictures	181
14 Place Matters	197
15 The Road to Exit Five	215
16 The Maze	241
17 The Guardians of the Maze	273
18 The New Patronage	283
<i>Bibliography</i>	289
<i>Further Reading List</i>	295
<i>Index</i>	297

<http://www.pbookshop.com>