



# Caffeine for the Creative Mind: 250 Exercises to Wake Up Your Brain

By Stefan Mumaw

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**Caffeine for the Creative Mind: 250 Exercises to Wake Up Your Brain** By Stefan Mumaw

## What do you do if you are lagging in the morning?

You probably grab a cup of coffee for that extra boost of energy. Throughout the day, you are asked to be creative, to come up with new and better ideas. So what do you do when you need a creative jolt for your brain? Now you can turn to *Caffeine for the Creative Mind*.

This collection of short, focused creative exercises is just the boost you need get your brain working. Inside, you'll find:

- Over 250 brain-stretching exercises. The exercises are brief, fun and are meant to evoke creative, thought-provoking responses. Get your brain moving by engaging in an exercise at the start of your day or stop and do one whenever you need a creative jolt.
- "I Tried It" testimonials. From illustrators to photographers to professors, real people give feedback on specific exercises they've tried. They also offer more suggestions for how the exercises can be used, changed or reworked to become even more useful.
- Interviews with prominent creative people. See how the people who are in charge of building and maintaining creative environments—studio heads, designers, shop owners, illustrators and animators—view the importance of creativity in their everyday lives.

The only thing keeping you from reaching a new level of creative thought is inaction. With this stimulating book, you'll learn how to focus your creative attention in short, definable ways. *Caffeine for the Creative Mind* is your springboard for coming up with solutions that challenge you to alter your perspective—and begin generating ideas at the highest possible level!

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#### About the Author

Stefan Mumaw a Creative Director and Partner for the advertising agency The Brainyard and is the author of *Simple Websites* and *Redesigning Websites*.

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