



## Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration (Hardback)

By Ed Catmull

Transworld Publishers Ltd, United Kingdom, 2014. Hardback. Book Condition: New. 240 x 162 mm. Language: English . Brand New Book. As a young man, Ed Catmull had a dream: to make the world's first computer-animated movie. He nurtured that dream first as a Ph.D. student at the University of Utah, where many computer science pioneers got their start, and then forged an early partnership with George Lucas that led, indirectly, to his founding Pixar with Steve Jobs and John Lasseter in 1986. Nine years later and against all odds, Toy Story was released, changing animation forever. Since then, Pixar has dominated the world of animation, producing such beloved films as Monsters, Inc., Finding Nemo, The Incredibles, Up, and WALL-E, which have gone on to set box-office records and garner twenty-seven Academy Awards. The joyousness of the storytelling, the inventive plots, the emotional authenticity: In some ways, Pixar movies are an object lesson in what creativity really is. Now, in this book, Catmull reveals the ideals and techniques, honed over years, that have made Pixar so widely admired - and so profitable. Creativity, Inc. is a book for managers who want to lead their employees to new heights, a manual...

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