



## Universal Traveler

*Don Koberg*

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Celebrating the 30th anniversary of the original edition, this updated release celebrates the idea of using a book as a travel guide through the brand new world of creativity.

### Universal Traveler Details

Date : Published August 1st 2003 by Axzo Press (first published 1974)

ISBN : 9781560526797

Author : Don Koberg

Format : Paperback 128 pages

Genre : Nonfiction, Design, Business, Philosophy

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## **From Reader Review Universal Traveler for online ebook**

### **Patrick O'Connell says**

This "self-help" book with its very funky style and crazy organization is not for everyone.

It is a book chocked full of ideas for stimulating and possibly understanding the creative process.

But unlike other "self-help" books which are little more than "what worked for me will work for you too", this book takes a "shotgun" approach. Throwing everything out there and letting you pick and choose what may, or may not, work for you.

This book helped me understand how I personally solve problems and stimulated my interest in the art of Heuristics.

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### **Mary Louise says**

No question why this remains the top pick for organizations like IDEO. Full of ideas about how to brainstorm and stoke the creative fires.

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### **Angela Randall says**

Mentioned in Seth Godin's TED Conversations thread about overlooked book gems.

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### **Lindsey Teague says**

Loved this book! It deals with creative problem solving and outside the box thinking. I recommend this book to anyone who likes to think creatively!

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### **Joe Hinds says**

I found UT at a used book store in Stockbridge, MA in 2005. I bought it because of the quirky art and layout. I appreciate the book for the process it gives for creative problem-solving and design. I have the 1973 edition and understand there are later editions, but there is a unique charm to 73, take a look at it if you can.

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### **Matthew Thompson says**

good kick-starter guide to creative problem solving. be sure to get the "updated classic" edition for super

groovy layout and more relevant references/footnotes.

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### **James says**

The 60's contents and graphics may be distracting for younger readers.

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### **irfan says**

Given that this is rather an old book, it is surprising how some of the ideas mentioned in it are still relevant up to this very day. I guess it must have been one of the more innovative books of its time, minus the snazzy graphics and colourful images that seems to be the order of the day nowadays. Nonetheless, the book could do with a little bit more updates in certain aspects especially in detailing some techniques and ideas to its readers. But of course it doesn't help that a visual person like me will find the book a little too long-winded, but taking all that notion, it is actually quite a good reference book. But personally I would prefer it to be updated with the current trends in innovation and creativity, and perhaps putting in more examples towards how some of these things can be applied in real-life problem solving, lest it becomes just a mere academic bible towards the methods of being creative and innovative, without the essence of HOW to apply it.

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### **Richard says**

A very good read about different methods of accomplishing tasks. Like a toolkit in book form. Some of the techniques are well worn and very familiar to most people but there is a lot of good new ideas too. One of those books that you'll probably keep coming back to.

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### **Mallory Schroth says**

Good book to get you thinking creatively. It gives you lots of different ideas --- Freedom from pride, belief in yourself and renewing the child in you.

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It's written in such a unique way that it keeps you interested. I took lots of notes - especially of the creativity games they suggest at the end.

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### **michel says**

wonderful.

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### **Kathryn says**

The Universal Traveler is an excellent reference for all creative and/or problem-solving ventures. It dispels the myth that creativity is a gift only to some at birth and convincingly outlines how it is, instead, a learnable behavior, able to become a lifelong habit. Koberg and Bagnall take the reader on a 'journey' through the seven steps of the design/problem-solving process in short and sweet sketches, aptly anticipating some of the complications and unforeseen detours inherent in the design process, and offer an array of helpful methods, including a list of references for a more thorough read on each of the seven steps.

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### **Katherine says**

Not what I expected, but I loved this quick read through the design process. It is one of the few books that I actually wished I owned a copy to take down from the shelf when I need a little push or inspiration. I can see the threads that inspired and informed the work of David Kelly and others.

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### **Rebecca says**

This is an odd book. It is laid out in space race format, with steps and lists of "how-to" suggestions. Not quite sure what to make of it, as it wasn't a smooth read.

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### **Mark says**

design is the process of making dreams come true ..  
indeed  
this is a book to never stop reading

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