

# THE IDEA BOOK

Fredrik Hären

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THE IDEA BOOK

Included in The 100 Best Business Books Of All Time, *The Idea Book* is one of only ten presented under the category 'Innovation and Creativity'

*The Idea Book* has sold over 200 000 copies to readers in more than 40 countries. It has been translated into 12 languages (including Mandarin and Japanese). It was recently launched in Singapore and quickly made it to the bestselling shelf of Borders, Kinokuniya and even the book shop at Changi Airport. This year, *The Idea Book* will also be launched in Thailand, the Philippines, Hong Kong, Austria and a few other countries. When the book was launched in Japan, it made it to the top 5 on Amazon.jp's list of best selling management books; and when the book was launched in Iceland, more than one percent of the population of Iceland bought *The Idea Book* within one month.

**FREDRIK HÄRÉN** is a Swedish entrepreneur, publisher, and author who now lives in Singapore. He is the founder of Interesting.org and has been invited to speak on creativity in over 1000 sessions to people in more than 30 countries. He was awarded "Speaker of the Year" in Sweden 2007, and was selected as one of "Sweden's 100 most inspiring persons" by the magazine *Leva* in 2008. In 2009 he was selected one of "10 Sweden's most sought after business-to-business speakers." Fredrik has written a total of 7 books.

The translator of this book is **FIONA MILLER**, an immigrant from Britain who came to Sweden in search of a writing job back in 1996 and who has been stranded there due to the snow (and a husband) ever since. Fiona is the author of more than ten educational books as well as co-author of a TV series designed to teach English to China. These days, she dabbles in anything interesting and creative – such as writing scripts for interactive media and translating books like this one! Find out more at: [www.interesting.org](http://www.interesting.org)



Running Time: 3 Hours  
Unabridged

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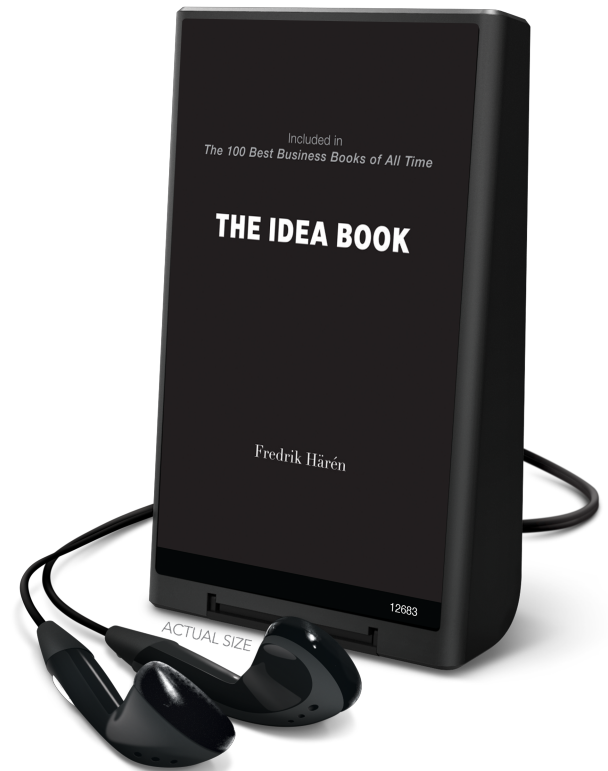
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