



## Jack's Notebook: A business novel about creative problem solving

By Gregg Fraley



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*Problems! Jack Huber has his share. But when he is introduced to the creative problem solving process from an unexpected source, life soon changes . . . drastically.*

Jack Huber dreams of being a professional photographer and starting his own business. He has a few ideas but doesn't know how to process them to make his dream a reality. That is until an unlikely mentor stumbles upon Jack's path and shares a whole new way of thinking through problems.

In *Jack's Notebook*, Gregg Fraley, an innovation consultant to Fortune 500 companies, illustrates a well-kept secret of corporate America: the Creative Problem Solving process.

"If you are struggling to move ahead in your career, if you're an executive with a thorny corporate challenge, someone trying to solve a messy community issue, a family trying to sort through an emotional conflict, or an entrepreneur looking for ways to make the most of limited resources-this book is for you. If you have a 'mess' on your hands, you have found a useful tool." -from the *Introduction*

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