



## Right Brain Red: 7 Ideas for Creative Success

*Reyn Guyer , Tim Walsh (With)*

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Imagine learning product design from the originator of NERF and TWISTER, toy and game brands that have generated over \$8 billion in sales.

Could you gain business insights from someone whose company stormed the cutthroat music industry as an outsider and who now has a Grammy award, two CMA Song of the Year awards, and forty-six charted singles on the country and pop music charts? How would you like to pick the brain of a rule breaker who put his dyslexia to good use and formed a learning company that has given the gift of literacy to over 500,000 students all over the world? Now what if all three of those people were the same man?

Reyn Guyer is among the most successful creative professionals of our time. He creates products, learning systems, musicals, companies, children's stories and songs, and more. In Right Brain Red, he shares seven ideas that have worked for him throughout his blockbuster career in multiple creative fields. Reyn provides more than mere advice, because Right Brain Red isn't just another business book. It's a way to create and recognize opportunity, inspiring readers who want to make their own ideas a reality.

### Right Brain Red: 7 Ideas for Creative Success Details

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Author : Reyn Guyer , Tim Walsh (With)

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## From Reader Review Right Brain Red: 7 Ideas for Creative Success for online ebook

### **Samantha Rochon says**

Interesting but nothing super new or groundbreaking for me.

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### **Pamela says**

an easy read about a brilliant and positive toy maker. His simple views for success can improve your thinking and group ideas into action!!

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### **Theresa Wade says**

The book has some interesting bits of facts about the author's career as a toy maker and song writer. Outside of that, I didn't get any new ideas for success from the book that I didn't already know.

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### **Scott Haraburda says**

Interesting and useful ideas to improve creativity, even for those have a logical structured (left) brain.

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### **Nancy Ahyee says**

The ideas were interesting, but this could have been a magazine feature with each idea, a few paragraphs of anecdotes, and call it a day. At one point near the end of the book, the author mentions that he has always been humble, but much of the book is spent tooting his own horn. This curriculum is the best, that song won a music award, he's such a good golfer that he won many competitions. Understanding that he's been successful, he could demonstrate his concepts with examples from other successful companies as well. It felt like his examples were paragraphs and pages about himself and a sentence -- almost an aside -- about someone else.

One final note about the Kindle version, the drop quotes and cartoons are very distracting. All in all, I'm glad this was free.

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### **Michael says**

I received this book as a Goodreads give away. This was an enjoyable and easy read. There were a lot of interesting bits about how Twister and other games came about. Although I did enjoy the book, I'm glad that I didn't have to buy it. I would have been upset because it didn't seem to be a book about how to become

more successful but rather a book about how successful the author was.

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### **Donna Smith says**

Good book and an easy read. I especially like his views on small work groups v. committees. I received a free copy of this book in return for this review.

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### **April O'Brien says**

I won the Kindle edition of this book in a Goodreads giveaway. I wish it had been written as a biography instead of a creativity guide. The author has a very interesting life as a toy inventor, artist, and songwriter. I felt like the creativity tips were very basic and obvious. I would have liked the book more if he had framed it differently. It took me a long time to get through this short book because it wasn't terribly memorable or enticing.

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