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A conceptual block is anything that blocks someone from having a good idea. The first half of the book describes different types of conceptual blocks and contains a number of exercises to help the reader understand the blocks and how to avoid them. Some of the exercises are best done with more than

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one person; I was not able to do those.

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with expanding our abilities to think creatively. James L. Adams is the author of this enlightening book.

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Conceptual Blockbusting: A Guide to Better Ideas. I wish I had read this book 20 years ago! A very easy book to read that captivated me with its common-sense approach to finding solutions to challenges by approaching the issue from different perspectives.

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Identify "Conceptual blocks" You will start to realize all the conceptual "blocks" that are obstructing on your ideas. These include perceptual blocks like stereotyping, delimiting the problem

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too closely, inability to see the problem from various viewpoints. They include emotional blocks like the fear of taking a risk, no appetite for chaos,

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