Creativity, Inc.: 
overcoming the unseen forces 
that stand in the way of true 
inpiration
By Ed Catmull and Amy Wallace

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“What does it mean to manage well?”
From Ed Catmull, co-founder (with Steve Jobs and John Lasseter) of Pixar Animation Studios, comes an incisive book about creativity in business.

“Creativity, Inc.” is a book for managers who want to lead their employees to new heights, a manual for anyone who strives for originality, and the first-ever, all-access trip into the nerve center of Pixar Animation - into the meetings, postmortems, and “braintrust” sessions where some of the most successful films in history are made. It is, at heart, a book about how to build a creative culture - but it is also, as Pixar co-founder and president Ed Catmull writes, “an expression of the ideas that I believe make the best in us possible.”

For nearly twenty years, Pixar has dominated the world of animation, producing such beloved films as the Toy Story trilogy, Monsters, Inc., Finding Nemo, The Incredibles, Up, and WALL-E, which have gone on to set box-office records and garner thirty Academy Awards. The joyousness of the storytelling, the inventive plots, the emotional authenticity: in some ways, Pixar movies are an object lesson in what creativity really is.

Here, in this book, Catmull reveals the ideals and techniques that have made Pixar so widely admired - and so profitable.

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