

WHAT IS IT TO IMAGINE, EXACTLY?

How do we go about doing it, and why is the ability to imagine so important to hone?

In this insightful and life-affirming book, Albert Read, the former managing director of Condé Nast UK, puts the imagination back at the forefront of our lives as a muscle boundless in its potential, infinitely rewarding, and central to human achievement. Spanning prehistoric times to the twenty-first century and illustrated throughout with more than 60 images, *The Imagination Muscle* touches on the arts, literature, science, and entrepreneurship in an examination of how the imagination has evolved through millennia. Read reveals how we can harness the imagination in our day-to-day lives and why, in the Information Age, it is more pressing than ever that we do so. After all, as he expertly outlines, the imagination is our supreme gift, our biggest opportunity, our greatest source of fulfillment, and our most vital asset for the future.

"Super sharp . . . brimming with big ideas. An extraordinary book."

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—THE LONDON TIMES

"Beautiful, moving, profoundly imaginative in itself—
as entertaining as it is relevant and practical."

—ALAIN DE BOTTON, bestselling author of *THE COURSE OF LOVE*

"Anyone who has an imagination—that is, everyone—should read this book."

—EDWARD ENNINFUL, author of *A VISIBLE MAN*

ALBERT READ has launched and led businesses for Condé Nast in the UK and across Europe and Asia, overseeing titles such as *British Vogue*, *GQ*, *Wired*, *Condé Nast Traveller*, and *Vanity Fair*. A former journalist, he has written for *The Spectator*, *The Telegraph*, and the *London Times*. He studied classics at New College, Oxford, and has an MBA from INSEAD. He lives in London with his wife, writer Catherine Ostler, and their three children.

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"A moving hymn to creativity."

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(And How to Have More of Them)

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