



# Lightning Strikes: Timeless Lessons in Creativity from the Life and Work of Nikola Tesla

*John F. Wasik*

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Seventy years after his death, Nikola Tesla has become a rock star. *Lightning Strikes* examines his complete life and legacy, including Tesla's profound influence on everything from systems integration to drone warfare. Engineers, entrepreneurs, and academics will find it invaluable not only for the never-before-published interviews and archives, but also for the creative principles that visionaries like Larry Page and Elon Musk have used to build iconic brands and groundbreaking inventions. The book also reveals why the government and business leaders wanted to shut down Tesla's bold experiments, and how hundreds of his ideas are now being implemented globally—including clean power, robotics, alternating current motors, and wireless transmission of power and information.

As a bonus, a free augmented reality app from Yetzer Studio allows you to scan beautiful full-color illustrations in the book, unlocking an interactive 3D animation as well as videos honoring Tesla's life and legacy.

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