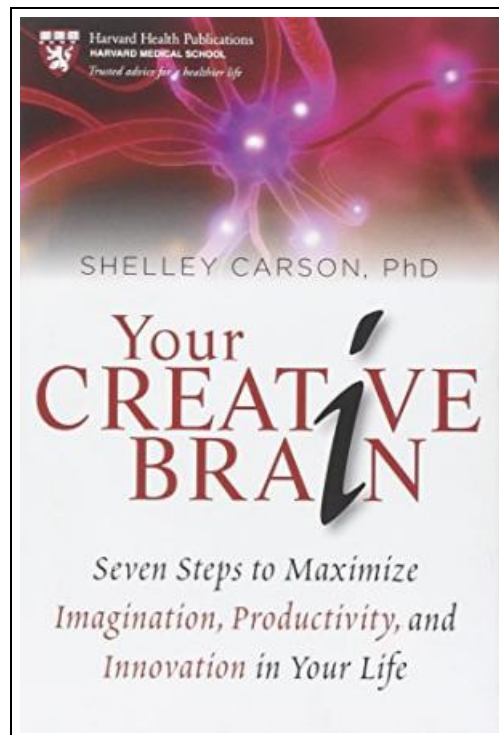


Your Creative Brain: Seven Steps to Maximize Imagination, Productivity, and Innovation in Your Life



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YOUR CREATIVE BRAIN: SEVEN STEPS TO MAXIMIZE IMAGINATION, PRODUCTIVITY, AND INNOVATION IN YOUR LIFE

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Jossey-Bass. Hardcover. Condition: New. 384 pages. Dimensions: 9.2in. x 6.4in. x 1.4in. Filled with research-based techniques for expanding creativity and increasing productivity. This provocative book reveals why sitting in front of a light box can increase your creativity more than listening to a Bach concerto as example. The author Shelley H. Carson, a Harvard psychologist, explains that creativity isn't something only scientists, investors, artists, writers, and musicians enjoy; in fact, all of us use our creative brains every day at home and at work. Each of us has the ability to increase our mental functioning and creativity by learning to move flexibly among several brain states. Explains seven brain states or brainsets and their functions as related to creativity, productivity, and innovation. These include Connect, Reason, Envision, Absorb, Transform, Evaluate, and Stream brainsets. Provides quizzes, exercises, and self-tests to activate each of these seven brainsets to unlock our maximum creativity. This book is a Harvard Health Publication that offers helpful suggestions that can be applied in both your personal and professional life. Q and A with Author Shelley Carson

Author Shelley Carson What inspired you to devote much of your career to creativity? Since childhood, I've always been fascinated by highly creative individuals, perhaps because my family has boasted its share of creative yet eccentric minds. I've wanted to understand what makes such people tick ever since I can remember. My goal in conducting research on creativity and brain functions is to discover ways that everyone even those who do not consider themselves to be creative can access the creative abilities that are their birthright, and use them to enrich both their own lives and to benefit society. Why do you think many people are so timid about their creativity? By its definition, a creative act or idea requires that a...



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