

The Riddle



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Artists, scientists, and entrepreneurs thrive on their ability to be creative. New wealth flows to those who successfully introduce new ideas. While organizations claim to value creativity, they are often at a loss when attempting to conjure up novel ideas, particularly in a world where technology has made information readily available to everyone. As a result, leaders ask, a oeWhere will the next big idea come from?a In response, they allocate significant resources for innovation; however the source of creative inspiration has remained a mystery. Science has shown that ita (TM)s possible to create conditions under which the mind is more prepared to have insights, or a oeaha moments.a In this fascinating book, Andrew Razeghi examines the precursors to creative insight and offers clear-cut methods for making a oeEureka momentsa routine practice rather than lucky accidents. Combining the latest scientific research, interviews with current innovators, and studies of historya (TM)s most creative minds, he dissects the creative process and presents a practical approach for inspiring innovation. The Riddle illustrates how replicating these precursors - curiosity, constraints, connections, conventions, and codes - can increase your odds of success at innovation. For example, the author reveals how to inspire creativity through controllable and reproducible thoughts and behaviors such as altering your mood, changing the context in which you solve problems, creating metaphors, and even

simply writing things down. He also explores the role of sleep, memory, and ethnicity as they pertain to creative insight. The Riddle takes the mystery out of the creative process and plants it squarely in the realm of the scientific. Using the techniques outlined in this book, innovators can draw on the a oeEureka momenta again and again.

作者介绍:

目录:

[The Riddle_ 下载链接1](#)

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[The Riddle_ 下载链接1](#)

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[The Riddle_ 下载链接1](#)