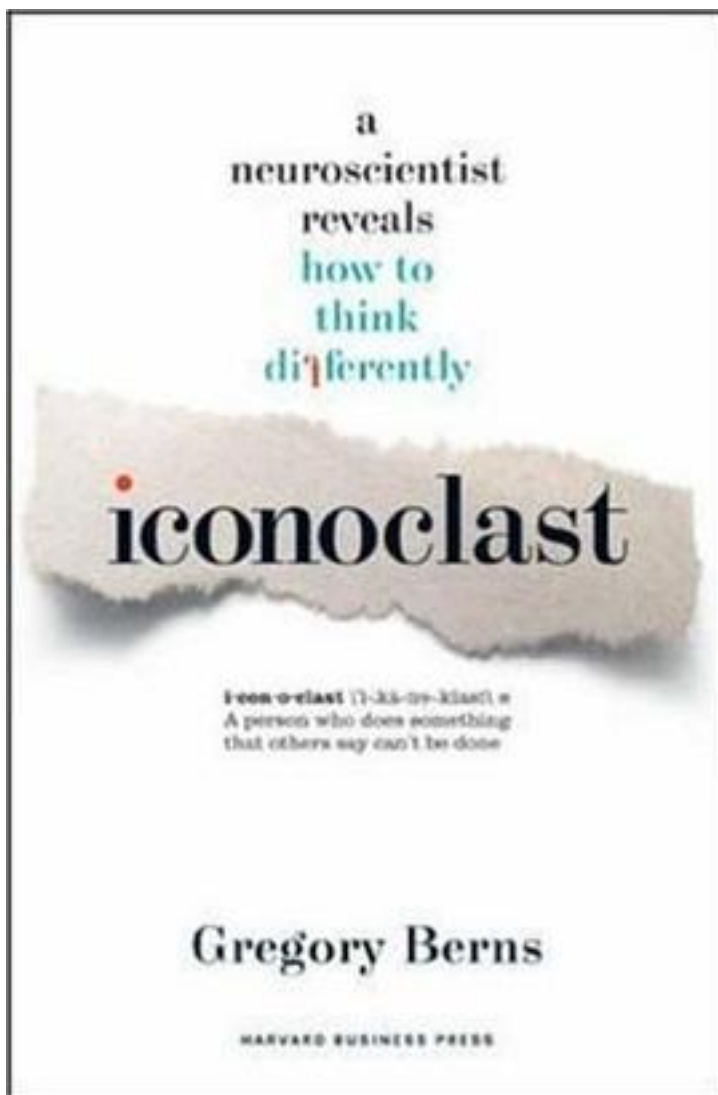


Iconoclast



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著者:Gregory Berns Ph.D.

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No organization can survive without iconoclasts - innovators who single-handedly upturn conventional wisdom and manage to achieve what so many others deem impossible. Though indispensable, true iconoclasts are few and far between. In "Iconoclast", neuroscientist Gregory Berns explains why. He explores the constraints the human brain places on innovative thinking, including fear of failure, the urge to conform, and the tendency to interpret sensory information in familiar ways. Through vivid accounts of successful innovators ranging from glass artist Dale Chihuly to physicist Richard Feynman to country/rock trio the Dixie Chicks, Berns reveals the inner workings of the iconoclast's mind with remarkable clarity. Each engaging chapter goes on to describe practical actions we can each take to understand and unleash our own potential to think differently such as seeking out new environments, novel experiences, and first-time acquaintances. Packed with engaging stories, science-based insights, potent practices, and examples from a startling array of disciplines, this engaging book will help you understand how iconoclasts think and equip you to begin thinking more like an iconoclast yourself.

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◆《纽约时报》，《福布斯》，《华尔街时报》等多家著名媒体曾介绍其生平及研究成果。活跃于各大主流媒体，包括CNN、NPR、ABC等。

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标签

思维

科普

心理学

评论

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书评

好吧，本来不打算为这本书写书评的。但考虑到既然花时间读了一本书，总得留下些什么作为对自己读过书的记录，也就勉强为这本一般的书写点什么吧。
买这本书的原因是被本书的广告词忽悠了（可见，广告是多么不靠谱），本来期望这本书能够让我一睹作者对“艾客”这类人的理解，...

恐惧，是阻止我们前进的一大恶魔。你是否因为对不确定的恐惧而宁愿停留原地？你是否因为对成为独特的自己的恐惧而宁愿淹没在茫茫人海？你是否因为对失去现在已有东西的恐惧而放弃前进？
这是我这礼拜看了《艾客》以后的感悟之一，虽然，还剩最后一部分没有看完，但是等不及要...

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