



Your Creative Brain: Seven Steps to Maximize Imagination, Productivity, and Innovation in Your Life (Harvard Health Publications)

By Shelley Carson

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Your Creative Brain: Seven Steps to Maximize Imagination, Productivity, and Innovation in Your Life (Harvard Health Publications) By Shelley Carson

Research-based techniques that show everyone how to expand creativity and increase productivity

Harvard psychologist Shelley Carson's provocative book, published in partnership with Harvard Health Publications, reveals why 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, work and play. 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
- Provides quizzes, exercises, and self-tests to activate each of these seven brainsets to unlock our maximum creativity

Your Creative Brain, called by critics a "new classic" in the field of creativity, offers inspiring suggestions that can be applied in both one's personal and professional life.

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Editorial Review

Review

Basing this book on her Harvard psychology course, *Creativity: Madmen, Geniuses, and Harvard Students*, Carson sees creativity in a broader context—not just coming up with new ideas but being able to evaluate them and put the good ones to practical use. Each phase of this process utilizes different brain states, and each person feels more comfortable in some brain states than in others. Carson includes self-tests for discovering which brain states the student favors, exercises to strengthen the weaker brain states, and help in sticking to the program. Unlike most self-help books, this is grounded in solid experimental work. The only downside is that the actual text is a bit dull, and attempts to lighten it (e.g., with a series of unfunny jokes and cartoons about a creative caveman and his dim sidekick) fall flat. Readers with whom this title will resonate will probably skip straight to the "What brainset do you prefer?" quiz. **VERDICT** Readers who liked Michael Gelb's *How To Think Like Leonardo da Vinci* will love this. So will the self-improvement and business seminar-loving crowd. And for once they're getting some substance! (*Library Journal*, September 15, 2010)

From the Inside Flap

Can sitting in front of a light box increase your creativity more than listening to a Bach concerto?

In *Your Creative Brain*, Harvard psychologist Shelley Carson explains that creativity isn't something only scientists, inventors, artists, writers, and musicians enjoy, but rather all of us use our creative brains every day at home and at work. Everyone has the ability to increase mental functioning and creativity by understanding and putting into play seven brain activation patterns Dr. Carson has coined the CREATES brainsets: Connect, Reason, Envision, Absorb, Transform, Evaluate, and Stream.

Step-by-step, Carson shows how these seven brainsets affect the way we experience the world around us and how each brainset contributes to the process of creative problem solving. The book is filled with entertaining (and often surprising) exercises, quizzes, and self-tests that will help you take advantage of your creative potential and enrich your life.

This vital resource can also help you meet the challenges and opportunities of today's complex world. The rulebooks for virtually every aspect of human endeavor and interaction—from corporate life to personal life to dating and even parenting—are being rewritten right in the middle of the game. So if all the old bets are off, how do you survive and thrive? The most important asset you have for negotiating this rapidly changing world is your creative brain.

From the Back Cover

Praise for *Your Creative Brain*

"Shelley Carson has fashioned an original synthesis of the copious findings about the creative process. She gracefully interweaves research findings and practical tips, suggestive cases and provocative puzzles, timely and shrewd advice."

—**Howard Gardner**, Hobbs Professor of Cognition and Education, Harvard Graduate School of Education; author of *Creating Minds*, *Multiple Intelligences*, and *Five Minds for the Future*

"A revolutionary approach to expand the creative power of your mind. Supported by the latest findings of neuroscience, Dr. Shelley Carson helps you to take charge of your brain to maximize your creative potential."

—**Bernard Golden**, PhD, author of *Unlock Your Creative Genius*

"There are countless self-help books on the market, but this one is grounded in actual findings from modern neuroscience. Read a couple of its fascinating anecdotes, try a couple of the self-administered tests or the mental exercises, and you will have difficulty putting the book down."

—**Harrison G. Pope Jr.**, MD, professor of psychiatry, Harvard Medical School

"If you want to become more creative—and you should!—Shelley Carson's new book offers a workshop on how to get there: brilliant, effective, and fun!"

—**Dean Keith Simonton**, PhD, Distinguished Professor of Psychology, University of California, Davis; author of *Genius 101*, *Origins of Genius*, *Scientific Genius*, and *Genius, Creativity, and Leadership*

"Dr. Carson has written an engaging and stimulating book that is as informative as it is innovative and—above all—creative!"

—**Stephen M. Kosslyn**, John Lindsley Professor of Psychology in Memory of William James, Harvard University

"Working as a TV series writer, producer, and director—always under pressure and time restraints—I found Shelley Carson's book, *Your Creative Brain*, unbelievably informative and helpful."

—**Peter Marc Jacobson**, creator of the television series *The Nanny*

"Creativity in the twenty-first century is not a luxury but a necessity. *Your Creative Brain* is the most insightful, practical—and creative—book on creativity I've read."

—**Tal Ben-Shahar**, author of *Happier*

Users Review

From reader reviews:

Patricia Glover:

Precisely why? Because this *Your Creative Brain: Seven Steps to Maximize Imagination, Productivity, and Innovation in Your Life* (Harvard Health Publications) is an unordinary book that the inside of the e-book waiting for you to snap the idea but latter it will shock you with the secret this inside. Reading this book close to it was fantastic author who all write the book in such wonderful way makes the content within easier to understand, entertaining way but still convey the meaning entirely. So , it is good for you because of not hesitating having this ever again or you going to regret it. This excellent book will give you a lot of gains than the other book have such as help improving your expertise and your critical thinking approach. So , still want to hesitate having that book? If I had been you I will go to the publication store hurriedly.

Christine Furst:

Your Creative Brain: Seven Steps to Maximize Imagination, Productivity, and Innovation in Your Life (Harvard Health Publications) can be one of your beginning books that are good idea. Most of us recommend that straight away because this e-book has good vocabulary that could increase your knowledge in language,

easy to understand, bit entertaining but nonetheless delivering the information. The article author giving his/her effort to place every word into joy arrangement in writing *Your Creative Brain: Seven Steps to Maximize Imagination, Productivity, and Innovation in Your Life* (Harvard Health Publications) nevertheless doesn't forget the main point, giving the reader the hottest along with based confirm resource info that maybe you can be one of it. This great information can certainly drawn you into new stage of crucial thinking.

Douglas Anderson:

You could spend your free time to study this book this guide. This *Your Creative Brain: Seven Steps to Maximize Imagination, Productivity, and Innovation in Your Life* (Harvard Health Publications) is simple to create you can read it in the park your car, in the beach, train in addition to soon. If you did not have got much space to bring the printed book, you can buy the particular e-book. It is make you quicker to read it. You can save the particular book in your smart phone. And so there are a lot of benefits that you will get when one buys this book.

Harold Dalton:

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