

# [PDF] Your Creative Brain: Seven Steps To Maximize Imagination, Productivity, And Innovation In Your Life

Shelley Carson - pdf download free book

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#### Books Details:

Title: Your Creative Brain: Seven St  
Author: Shelley Carson  
Released: 2012-09-19  
Language:  
Pages: 384  
ISBN: 9781118396544  
ISBN13: 978-1118396544  
ASIN: 1118396545

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#### Description:

**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) --This text refers to the edition.

### **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. --This text refers to the edition.

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