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Autore	Zbarskaia Olga <1970->
Titolo	Brainstorm! : practice for unrestricted imagination and original thought // Olga Zbarskaya, PhD
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Descrizione fisica	1 online resource (361 pages) : illustrations
Disciplina	153.3/5
Soggetti	Brainstorming Creative thinking Imagination
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface -- Acknowledgments -- Introduction: my journey toward creativity -- Creativity : what, when, where, how, and why? -- The history of creativity -- The study of creativity -- Characteristics of creativity -- Creativity and the mind -- The activity of the brain -- Creativity, perception, and replication -- Eureka effect : "Aha!", idea generation, and patterns of thinking -- Creativity and mental disorders -- Creativity and development -- Creativity as a necessity for human development and education -- The impact of personal characteristics, training, and failures on creativity -- Creativity in different spheres of social life -- Creative practices in a complex environment -- Creativity, poetry and music -- Creativity in visual and performing arts -- Creativity and science -- Creativity in health care and nutrition -- Creativity, evolving technology, and delivering information -- Holistic perspective on creativity -- Embracing holistic perspectives of the world -- Causes, effects, and multiple perspectives -- Creativity, complexity and uncertainty -- Creativity and self-determination -- Freedom to create, humor, and self-preservation -- Creativity, stress,

and aggression -- Decision making and problem solving -- Creativity and environment -- The role of environmental factors in creative performance -- Creativity, culture, and social movements -- Conclusion: making room for new perspectives -- Appendix -- Index.

Sommario/riassunto

This book explains how to unlock unlimited personal creativity and to create a culture that supports emotional health, inventiveness, and success through a comprehensive examination of creative thinking that integrates theoretical, scientific, psychological, and sociological perspectives. How do we teach innovative thinking and stimulate creativity? Creative thinking is a highly desirable trait in today's world, where creativity lends the mental fitness and flexibility necessary to switch easily between patterns of thinking and contend with the constant changes that result from ongoing technological advancements. Yet research shows that the national level of creativity in both children and adults is declining. This book showcases methods that build "outside of the box" thinking skills that can empower people to succeed not only in school or work but in life in general, resulting in greater self-esteem, reduced stress, increased productivity, improved overall health, and more satisfaction in everyday life. **Brainstorm! Practice for Unrestricted Imagination and Original Thought** shows, with scientific proof, that the powerful engine of creativity has unlimited fuel and can power every sphere of life, from food preparation to personal relationships and from academia to government administration. It is a manual for leveraging creative thought in order to overcome barriers, solve difficult problems, and streamline and optimize day-to-day living. Educators, institutional leaders, and CEOs will discover how creativity-boosting courses and trainings can promote unprecedented performance and productivity among students and employees. Based on extensive research data and more than 100 interviews with experts worldwide, this accessible and engaging book presents vivid analogies and metaphors; insights from experts in various fields ranging from education to neurology, music, and technology; and fun exercises that make it clear that creativity is indispensable in every realm of life-and that anyone can take simple, effective steps to tap into their own creative potential.
