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Titolo	Innovation generation : how to produce creative and useful scientific ideas // Roberta B. Ness
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Edizione	[1st ed.]
Descrizione fisica	1 online resource (262 pages) : illustrations
Classificazione	PSY031000
Disciplina	501/.9
Soggetti	Creative ability in science Science - Study and teaching Creative thinking - Study and teaching Creative ability Creativity Science
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Don't read this book -- It all depends on how you look at it -- Overcoming frames -- Say it like you mean it -- Overcoming metaphors -- Check this out! -- Becoming a keener observer -- How biased are you? -- Overcoming bias -- The brain and creativity : the seat of inspiration -- The brain and creativity : getting out in front -- The joy of science -- Asking the right question -- How is a marriage like a natchbox? -- Flip it! -- A man walked into a bar -- The power of group intelligence -- Getting the most from a group -- Incubation -- Testing your idea -- That right idea -- The stodginess of science -- Overcoming the stodginess of science -- Innovation incubators.
Sommario/riassunto	"Innovation Generation presents a fascinating new approach to creative thinking. Using a system of idea-generating methods honed over her illustrious career as a physician, researcher, professor, teacher, and

Dean, Roberta Ness provides all the tools needed to learn how to cast aside habitual cognitive maps called frames and draw insights from other fields. The tools focus in on developing a good scientific question: how to expand it to reveal a larger one, pull it into component parts, and turn it on its head to flip cause and effect. Readers will also learn how to change points of view and work more effectively in multidisciplinary groups. Finally, this book coaches readers on incorporating newly acquired innovation tools into the normal scientific process. In so doing, Innovation Generation is a valuable method for advancing scientific aspirations."--
