

SMART WORLD: BREAKTHROUGH CREATIVITY AND THE NEW SCIENCE OF IDEAS

Since ancient times, people have believed that breakthrough ideas come from the brains of geniuses with awesome rational powers. In recent years, however, the paradigm has begun to shift toward the notion that the source of creativity lies "out there," in the network of connections between...

SMART WORLD



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and the NEW SCIENCE of IDEAS

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Reader's Opinions

Have you ever wished you were more creative? I certainly have and not just because it would be awesome if I could draw. As a grad student, one of the most challenging aspects of research is being able...