



The Net and the Butterfly: The Art and Practice of Breakthrough Thinking (Paperback)

By Olivia Fox Cabane, Judah Pollack

Penguin Putnam Inc, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. The creative mode in your brain is like a butterfly. It s beautiful and erratic, hard to catch and highly valued as a result. If you want to capture it, you need a net. Enter the executive mode, the task-oriented network in your brain that help you tie your shoes, run a meeting, or pitch a client. To succeed, you need both modes to work together--your inner butterfly to be active and free, but your inner net to be ready to spring at the right time and create that aha! moment. But is there any way to trigger these insights, beyond dumb luck? Thanks to recent neuroscience discoveries, we can now explain these breakthrough moments--and also induce them through a series of specific practices. It turns out there s a hidden pattern to all these seemingly random breakthrough ideas. From Archimedes iconic moment in the bathtub to designer Adam Cheyer s idea for Siri, accidental breakthroughs throughout history share a common origin story. In this book, you will learn to master the skills that will transform your brain into a consistent generator of insights. Drawing...

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This book is definitely worth buying. This really is for all who statte there had not been a worthy of studying. You will not sense monotony at at any moment of the time (that's what catalogs are for concerning should you check with me).

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