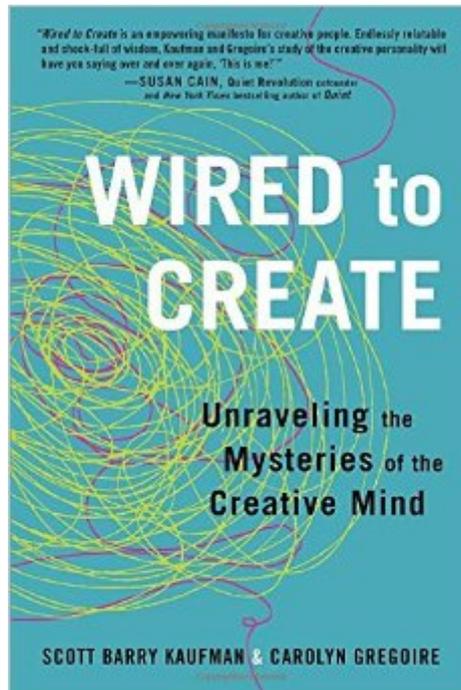


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Wired To Create: Unraveling The Mysteries Of The Creative Mind



Synopsis

Discover the ten things highly creative people do differently. Is it possible to make sense of something as elusive as creativity? Based on psychologist Scott Barry Kaufman's groundbreaking research and Carolyn Gregoire's popular article in the Huffington Post, *Wired to Create* offers a glimpse inside the messy minds of highly creative people. Revealing the latest findings in neuroscience and psychology, along with engaging examples of artists and innovators throughout history, the book shines a light on the practices and habits of mind that promote creative thinking. Kaufman and Gregoire untangle a series of paradoxes like mindfulness and daydreaming, seriousness and play, openness and sensitivity, and solitude and collaboration to show that it is by embracing our own contradictions that we are able to tap into our deepest creativity. Each chapter explores one of the ten attributes and habits of highly creative people: Imaginative Play * Passion * Daydreaming * Solitude * Intuition * Openness to Experience * Mindfulness * Sensitivity * Turning Adversity into Advantage * Thinking Differently With insights from the work and lives of Pablo Picasso, Frida Kahlo, Marcel Proust, David Foster Wallace, Thomas Edison, Josephine Baker, John Lennon, Michael Jackson, musician Thom Yorke, chess champion Josh Waitzkin, video-game designer Shigeru Miyamoto, and many other creative luminaries, *Wired to Create* helps us better understand creativity and shows us how to enrich this essential aspect of our lives.

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Customer Reviews

Fabulous read! As a creative individual myself (I'm a novelist), I was very interested in the

characteristics, and manifestations, of creativity in highly creative people. Though the book made me feel good about myself that I have all the ten traits that creative people tend to have, it also challenged me to do some things differently in my life, to do even more in my art and writing. I was already pretty happy about the stories I write (though I'm always open to more improvement), but I see now that I can innovate even more. The point that we need to have the courage to do things differently in our art, even when most people reject or dislike it, is very important, as I know from my experience as a writer how much we start to want to please our readers, at the cost of sacrificing our artistic freedom and originality. Not saying that we must completely ignore our readers either, but depending on the artist's goals, we can somehow balance the need to make the audience happy (especially if we want to sell our work), and the need to be true to our art and experiment to our heart's content. What I enjoyed most about this book, apart from it being full of inspiring, nonconformist thoughts in itself, is that it cited tons of research and case studies. There's a big difference between just telling us that creators have these ten qualities (imaginative play, sensitivity, etc.), and showing us a mass of data behind each of these ten qualities. The data and studies don't just substantiate the importance of these personality traits and behaviors; they make the author's points clearer, more interesting, and more convincing. The abundant number of case studies and research described were very intriguing to read!

Years ago, John Kotter told me during an interview that one of the greatest challenges to change agents is to change their thinking about change. I was again reminded of that as I began to work my way through Scott Barry Kaufman and Carolyn Gregory's brilliant examination of the mysteries of the creative mind. In the Preface, they cite these observations by Francis X. Barron: "The creative genius may be at once naive and knowledgeable, being at home equally to primitive symbolism and to rigorous logic. He is both more primitive and more cultured, more destructive and more constructive, occasionally crazier and yet adamantly saner, than the average person." Several dozen creative geniuses immediately come to mind as I re-read those comments. However different they may be in most respects, all of them seem (at least to me) to share a quite unique talent for seeing or hearing works of art that have not as yet been created. Their imaginations and intuitions enable them not only to connect that no one else has as yet recognized but also to connect other that do not even as yet exist. Kaufman and Gregory cite an abundance of research and share what they have learned from it. For example, "Creative people are hubs of diverse interests, influences, behaviors, qualities, and ideas" and through their work, they find a way to bring these many disparate elements together. However,

that said, the Berkeley study indicates that the ingredients of creativity are too complex and multifaceted to be reduced to a single factor • and this new way of thinking about creative genius gave rise to some fascinating and perplexing contradictions • that are best revealed within the narrative, in context.

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