



Your Creative Brain: Seven Steps to Maximize Imagination, Productivity, and Innovation in Your Life

Shelley Carson

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Research-based techniques that show everyone how to expand creativity and increase productivity

Harvard psychologist Shelley Carson's provocative book, published in partnership with Harvard Health Publications, reveals why creativity isn't something only scientists, investors, artists, writers, and musicians enjoy; in fact, all of us use our creative brains every day at home, work and play. Each of us has the ability to increase our mental functioning and creativity by learning to move flexibly among several brain states.

- Explains seven brain states or "brainsets" and their functions as related to creativity, productivity, and innovation
- Provides quizzes, exercises, and self-tests to activate each of these seven brainsets to unlock our maximum creativity

Your Creative Brain, called by critics a "new classic" in the field of creativity, offers inspiring suggestions that can be applied in both one's personal and professional life.

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