



## The Aha! Moment: A Scientist's Take on Creativity

By David E. H. Jones

Johns Hopkins University Press. Paperback. Book Condition: new. BRAND NEW, The Aha! Moment: A Scientist's Take on Creativity, David E. H. Jones, This book is about having ideas and-a much longer haul-making them work. David Jones, best known for his Daedalus column, tells many stories about creators and their creations, including his own fantastical-seeming contributions to mainstream science-such as unrideable bicycles and chemical gardens in space. His theory of creativity endows each of us with a Random-Ideas Generator, a Censor, and an Observer-Reasoner. Jones applies the theory to a wide range of weird scientific experiments that he has conducted for serious scientific papers, for challenging printed expositions, and for presentations to a TV audience. He even suggests new ones, not yet tried! Creativity is as essential to science as curiosity, physical intuition, and shrewd deduction from well-planned experiments. But, says Jones, ingenuity is very uncertain-even for the greatest inventors, about 80 percent of ideas fail. Jokiness can help, and so can lots of random data. Jones has copious clever advice that will help you have that madly brilliant private thought in the first place-and will encourage you to take it further. Neither dense nor demanding, The Aha! Moment is engrossing,....

DOWNLOAD



READ ONLINE

[ 5.86 MB ]

### Reviews

*A must buy book if you need to adding benefit. It can be rally interesting throgh looking at period of time. Its been designed in an remarkably simple way and it is only after i finished reading this publication by which in fact altered me, modify the way i believe.*

-- Ms. Julie Huels

*Extensive information! Its this type of excellent study. I have read and i am sure that i will gonna go through yet again once more down the road. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- Aliyah Mayer