For why we are so curious, or about why the mechanisms in our brain are capable of it. In the ever-changing world, curiosity is a tool that helps us adapt to the changes and challenges we face. It is the driving force behind innovation and progress. In their book, Brian Grazer and Charles Fishman explore the concept of curiosity, examining how it has played a significant role in the lives of ordinary Americans who have achieved extraordinary things.

The Curious Advantage: An exploration of the behavior of curiosity and its central role in the digital age, taking the widest possible exploration of all things curious—historical, contemporary, neuro-scientific, anthropological, and more. This book studies and makes the case for how curiosity is the greatest driver of value in the new digital age. Curiosity is at the heart of the skills required to successfully navigate our digital lives when all futures are uncertain. Curiosity is an essential tool for almost every business and everyday life situation. Curiosity is at the core of innovation, entrepreneurship, and leadership.

Recent research has revealed a direct causality between ideas and profitability, which means that in today’s ultra-competitive and technology-rich work environment, the most crucial element separating an exceptional performer from a mediocre one is curiosity. This book provides a unique perspective on the importance of curiosity and its role in driving success in various fields.

The book is a must-read for anyone who wants to understand how curiosity can be harnessed to drive success in their personal and professional lives. It is a fascinating exploration of the power of curiosity and its potential to transform our lives.
A Curious Mind By Brian Grazer And Charles Fishman

A very different angles and contexts, and shines a fresh light on a subject that is all too often treated reductively—as a drug, whether licit or illicit. But that is one of the least interesting things you can say about universal desire with laws and customs and fraught feelings? In this unique blend of history, science, and memoir, as well as participatory journalism, Pollan examines and experiences these plants from several strangeness, and arbitrariness, of our thinking about them into sharp relief. Exploring and participating in the cultures that have grown up around these drugs while consuming (or, in the case of caffeine, trying making tea from a seed head of an opium poppy a federal crime? In This Is Your Mind on Plants, Michael Pollan dives deep into three plant drugs—opium, caffeine, and mescaline—and throws the fundamental plants—and the equally powerful taboos. Of all the things humans rely on plants for—sustenance, beauty, medicine, fragrance, flavor, fiber—surely the most curious is our use of them to change consciousness: to

In a book for readers of Charles Duhig’s The Power of Habit, David Eagleman’s Incognito, and Leonard Mlodinow’s Subliminal, the cognitive neuroscientists who discovered how the brain has aha moments—sudden creative insights—explain how they happen, and how we can have more of them to enrich our lives and empower personal and professional success. Eureka or ahah moments are sudden realizations that expand our understanding of the world and ourselves, conferring both personal growth and practical advantage. Such creative insights, as psychological scientists call them, were what conveyed an important discovery in the science of genetics to Nobel laureate Barbara McClintock, the melody of a Beatles ballad to Paul McCartney, and an understanding of the cause of human suffering to the Buddha. But these moments of clarity are not given only to the famous. Anyone can have them. In The Eureka Factor, John Kounios and Mark Beeman explain how insights arise and what the scientific research says about stimulating more of them. They discuss how various conditions affect the likelihood of an insight, when insight is helpful and when deliberate methodical thought is better suited to a task, what the relationship is between insight and intuition, and how the brain’s right hemisphere contributes to creative thought. Written in a lively, engaging style, this book goes beyond scientific principles to offer productive techniques for realizing your creative potential—at home and at work. The authors provide compelling anecdotes to illustrate how eureka experiences can be a key factor in your personal growth and in your career success. Kounios and Beeman are both renowned as directors of a class called Insight, which agrees to learn about one important type of ah moment. Observe the behind-the-scenes arrangements for an Elvis Presley concert to learn why the timing of insights is crucial. Accessible and compelling, The Eureka Factor is a fascinating look at the human brain and its seemingly infinite capacity to surprise us. Praise for The Eureka Factor “Delicious . . . In The Eureka Factor, neuroscientists John Kounios and Mark Beeman give many other examples of [a] kind of lightning bolt of insight, but back this up with the latest brain-imaging research.”—Newsewak “An incredible accomplishment . . . [The Eureka Factor] is not just a chronicle of the journey that numerous scientists (including the authors) have taken to examine insight but is also a fascinating guide to how advances in science are made in general. Meaure Kounios and Beeman examine how a parade of clever experiments can be designed to answer specific questions and rule out alternative possibilities. . . . Wonderful ideas appear as if out of nowhere—and we are delighted.”—The Wall Street Journal “An excellent title for those interested in neuroscience or creativity . . . The writing is engaging and readable, mixing stories of famous perceptions with explanations of how such revelations happen.”—Library Journal (starred review) “A lively and accessible ‘brain’ book with wide appeal.”—Booklist “[An] ingenious, thoughtful update on how the mind works.”— Kirkus Reviews “The Eureka Factor presents a fascinating and illuminating account of the creative process and how to foster it.”—James J. Heckman, Nobel laureate in economics

Despite his teacher’s entreaties that it would be perfectly for Mother’s Day, Max refuses to color in the same flower picture as the rest of the class.

The instant New York Times bestseller “Expert storytelling . . . [Pollan] masterfully elevates a series of big questions about drugs, plants and humans that are likely to leave readers thinking in new ways. —New York Times Book Review From #1 New York Times bestselling author Michael Pollan, a radical challenge to how we think about drugs, and an exploration into the powerful human attraction to psychoactive plants—and the equally powerful doubts. Of all the things humans rely on plants for—sustenance, beauty, medicine, fragrance, flavor, fiber—surely the most curious is our use of them to change consciousness: to stimulate or calm, hide or or even change what the terms are. Eureka or ahah moments are sudden realizations that expand our understanding of the world and ourselves, conferring both personal growth and practical advantage. Such creative insights, as psychological scientists call them, were what conveyed an important discovery in the science of genetics to Nobel laureate Barbara McClintock, the melody of a Beatles ballad to Paul McCartney, and an understanding of the cause of human suffering to the Buddha. But these moments of clarity are not given only to the famous. Anyone can have them. In The Eureka Factor, John Kounios and Mark Beeman explain how insights arise and what the scientific research says about stimulating more of them. They discuss how various conditions affect the likelihood of an insight, when insight is helpful and when deliberate methodical thought is better suited to a task, what the relationship is between insight and intuition, and how the brain’s right hemisphere contributes to creative thought. Written in a lively, engaging style, this book goes beyond scientiﬁc principles to offer productive techniques for realizing your creative potential—at home and at work. The authors provide compelling anecdotes to illustrate how eureka experiences can be a key factor in your personal growth and in your career success. Kounios and Beeman are both renowned as directors of a class called Insight, which agrees to learn about one important type of ah moment. Observe the behind-the-scenes arrangements for an Elvis Presley concert to learn why the timing of insights is crucial. Accessible and compelling, The Eureka Factor is a fascinating look at the human brain and its seemingly infinite capacity to surprise us. Praise for The Eureka Factor “Delicious . . . In The Eureka Factor, neuroscientists John Kounios and Mark Beeman give many other examples of [a] kind of lightning bolt of insight, but back this up with the latest brain-imaging research.”—Newsewak “An incredible accomplishment . . . [The Eureka Factor] is not just a chronicle of the journey that numerous scientists (including the authors) have taken to examine insight but is also a fascinating guide to how advances in science are made in general. Meaure Kounios and Beeman examine how a parade of clever experiments can be designed to answer specific questions and rule out alternative possibilities. . . . Wonderful ideas appear as if out of nowhere—and we are delighted.”—The Wall Street Journal “An excellent title for those interested in neuroscience or creativity . . . The writing is engaging and readable, mixing stories of famous perceptions with explanations of how such revelations happen.”—Library Journal (starred review) “A lively and accessible ‘brain’ book with wide appeal.”—Booklist “[An] ingenious, thoughtful update on how the mind works.”— Kirkus Reviews “The Eureka Factor presents a fascinating and illuminating account of the creative process and how to foster it.”—James J. Heckman, Nobel laureate in economics

A Curious Mind By Brian Grazer And Charles Fishman A Review By Eureka Books

The instant New York Times bestseller “Expert storytelling . . . [Pollan] masterfully elevates a series of big questions about drugs, plants and humans that are likely to leave readers thinking in new ways. —New York Times Book Review From #1 New York Times bestselling author Michael Pollan, a radical challenge to how we think about drugs, and an exploration into the powerful human attraction to psychoactive plants—and the equally powerful doubts. Of all the things humans rely on plants for—sustenance, beauty, medicine, fragrance, flavor, fiber—surely the most curious is our use of them to change consciousness: to stimulate or calm, hide or or even change what the terms are. Eureka or ahah moments are sudden realizations that expand our understanding of the world and ourselves, conferring both personal growth and practical advantage. Such creative insights, as psychological scientists call them, were what conveyed an important discovery in the science of genetics to Nobel laureate Barbara McClintock, the melody of a Beatles ballad to Paul McCartney, and an understanding of the cause of human suffering to the Buddha. But these moments of clarity are not given only to the famous. Anyone can have them. In The Eureka Factor, John Kounios and Mark Beeman explain how insights arise and what the scientific research says about stimulating more of them. They discuss how various conditions affect the likelihood of an insight, when insight is helpful and when deliberate methodical thought is better suited to a task, what the relationship is between insight and intuition, and how the brain’s right hemisphere contributes to creative thought. Written in a lively, engaging style, this book goes beyond scientiﬁc principles to offer productive techniques for realizing your creative potential—at home and at work. The authors provide compelling anecdotes to illustrate how eureka experiences can be a key factor in your personal growth and in your career success. Kounios and Beeman are both renowned as directors of a class called Insight, which agrees to learn about one important type of ah moment. Observe the behind-the-scenes arrangements for an Elvis Presley concert to learn why the timing of insights is crucial. Accessible and compelling, The Eureka Factor is a fascinating look at the human brain and its seemingly infinite capacity to surprise us. Praise for The Eureka Factor “Delicious . . . In The Eureka Factor, neuroscientists John Kounios and Mark Beeman give many other examples of [a] kind of lightning bolt of insight, but back this up with the latest brain-imaging research.”—Newsewak “An incredible accomplishment . . . [The Eureka Factor] is not just a chronicle of the journey that numerous scientists (including the authors) have taken to examine insight but is also a fascinating guide to how advances in science are made in general. Meaure Kounios and Beeman examine how a parade of clever experiments can be designed to answer specific questions and rule out alternative possibilities. . . . Wonderful ideas appear as if out of nowhere—and we are delighted.”—The Wall Street Journal “An excellent title for those interested in neuroscience or creativity . . . The writing is engaging and readable, mixing stories of famous perceptions with explanations of how such revelations happen.”—Library Journal (starred review) “A lively and accessible ‘brain’ book with wide appeal.”—Booklist “[An] ingenious, thoughtful update on how the mind works.”— Kirkus Reviews “The Eureka Factor presents a fascinating and illuminating account of the creative process and how to foster it.”—James J. Heckman, Nobel laureate in economics

Despite his teacher’s entreaties that it would be perfectly for Mother’s Day, Max refuses to color in the same flower picture as the rest of the class.