



Innovation Generation and Creativity in the Sciences

By Roberta B. Ness, Michael Goodman, Aisha S. Dickerson

Oxford University Press Inc. Hardback. Book Condition: new. BRAND NEW, Innovation Generation and Creativity in the Sciences, Roberta B. Ness, Michael Goodman, Aisha S. Dickerson, Whether you are a student or an established scientist, researcher, or engineer, you can learn to be more innovative. In Innovation Generation, internationally renowned physician and scientist Roberta Ness provides all the tools you need to cast aside your habitual ways of navigating the every-day world and to think "outside the box." Based on an extraordinarily successful program at the University of Texas, this book provides proven techniques to expand your ability to generate original ideas. These tools include analogy, expanding assumptions, pulling questions apart, changing your point of view, reversing your thinking, and getting the most out of multidisciplinary groups, to name a few. Woven into the discussion are engaging stories of famous scientists who found fresh paths to innovation, including groundbreaking primate scientist Jane Goodall, father of lead research Herb Needleman, and physician Ignaz Semmelweis, whose discovery of infection control saved millions. Creativity in the Sciences, a workbook companion to Innovation Generation, provides over 150 exercises and activities to hone creative problem-solving skills. Workbook tasks include improvisation, insight exercises, and generative skill building....



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