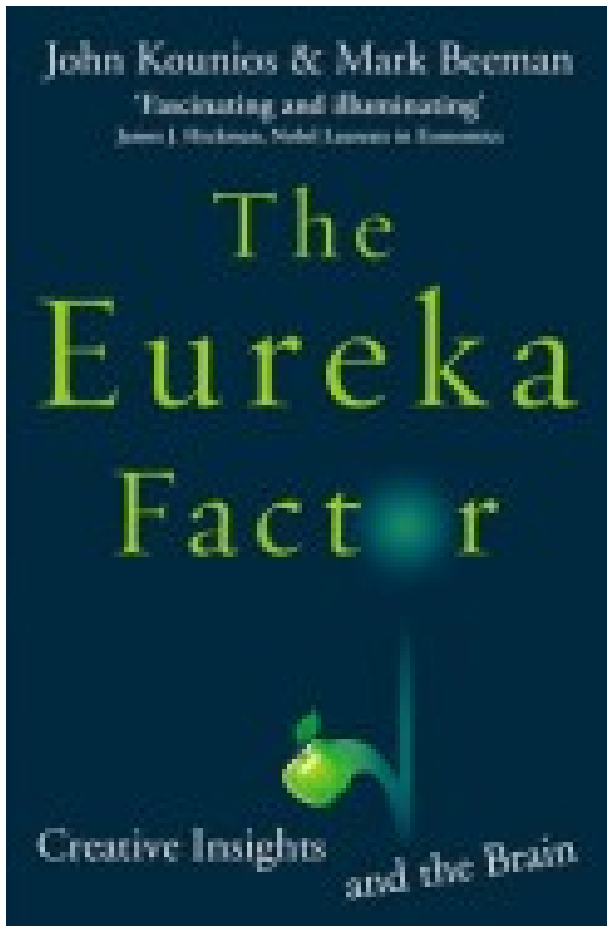


The Eureka Factor



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Where do great ideas come from? What actually happens in your brain during a 'Eureka' moment? How can we have more of them? John Kounios and Mark Beeman, leading experts on the neural bases of insight and creative thinking, have conducted pioneering neuroimaging research examining brain activity at and before these moments of clarity. In *The Eureka Factor* they reveal exactly how sudden insights are formed in the brain, how we can increase our chances of generating them, and how they impact our thinking. Helping to unlock the mechanisms behind intuitive flashes and inspiration, this ground-breaking account not only explains the science of insight, but also describes the keys to innovation and creativity.

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