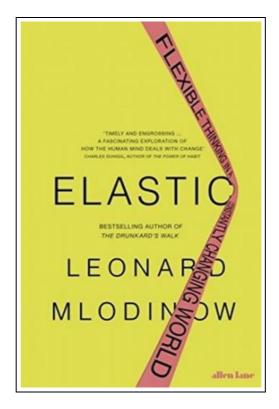
Elastic : Flexible Thinking in a Constantly Changing World



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Reviews

A really great publication with perfect and lucid explanations. Of course, it is play, continue to an amazing and interesting literature. I discovered this book from my i and dad suggested this publication to find out.

(Dr. Augustine Borer)

ELASTIC: FLEXIBLE THINKING IN A CONSTANTLY CHANGING WORLD



Penguin Books Ltd (UK) Mrz 2018, 2018. Taschenbuch. Condition: Neu. Neuware - The bestselling author of The Drunkard's Walk and Subliminal unlocks the secrets of flexible thinking. What do Pokémon Go and Mary Shelley's Frankenstein have in common Why do some businesses survive, and others fail at the first sign of change What gives the human brain the edge over computers The answer: Elastic Thinking. It's an ability we all possess, and one that we can all learn to hone in order to succeed, at work and in our everyday lives. Here Leonard Mlodinow, whose own flexible thinking has taken him from physics professor to TV scriptwriter and bestselling author, takes us on a revelatory exploration of how elasticity works. He draws on cutting-edge neuroscience to show how, millennia ago, our brains developed an affinity for novelty, idea generation and exploration. He discovers how flexible thinking enabled some of the greatest artists, writers, musicians and innovators to create paradigm shifts. He investigates the organisations that have demonstrated an elastic ability to adapt to new technologies. And he reveals how you can test your own brain power and increase your capacity for elastic thinking. By uncovering the secrets of our flexible minds, Elastic explains how to thrive in an endlessly dynamic world, at a time when an ability to adapt is more important than ever before. 272 pp. Englisch.



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