Contents

Preface	The Novel and the Reutine
Acknowledgments	ix Wined for Novelty 105
Givapter Notes	VX Directly Nordey 107
1. The Age of Novelty	
Punctuated Equilibrium in History Many Kinds of Revolution 3 Culture and Cognitive Styles 5 How Realities Fuse 7 The Human Brain in the New Age 9 2. The Neuromythology of Creativity From Neuroorphans to Neurofads 13 "Bad and Useless" 14	No Monkey Business 119 No Monkey Business 119 The Extreme Frontal Lobes Donolareral Blandbilter Lung Lego' Master at World Create Lego' Master at Rear Create Directed Mental World 13 Iteration and Selection 140 Iteration and Selection 140 A lette Babcon Creators 191 Pirected Mental Wenderung Reservor 140 Outper 150 Reservor 140 Outper 150 Outper 150
3. The Conservative Brain	
what we know 23	
Mapping the World in the Brain 26	
How Language Found Its Home 31 "Isomorphic Gradients" 38 Dementia with a Silver Lining? 39	
4. The Mermaid and the Lego® Master (and the How Is a New Idea Born? 43 Mechanics Behind the Metaphor—the Master The Working Memory Conundrum 56 Phantoms in the Brain—the Micro View	

5. It Is All About Salience!	71
The Salience Circuit 71	
Salient Default 74	
Salience, Dopamine, and Frontal Arousal—or Lack Thereof 76	
Salience Diluted 82	
Salience Hijacked 85	
6. The Innovating Brain	91
The Novelty Challenge 91	
Hemispheres Misunderstood 93	
The Novel and the Routine 95	
Wind for Novelty 102	
Driven by Novelty 107	
Novelry Overdrive IIO	
30 A DO A D	119
7. Directed Wandering and the Ineffable Creative Spark	
No Monkey Business 119 mondows A to abaid your	
The Extreme Frontal Lobes 121	
Dorsolateral Bistability: Inspiration and Perspiration 126	
Lego® Master at Work: Creative Perspiration 127 Lego® Master at Rest: Creative Inspiration? Not Yet 128	
The Brain's Small World 130 Directed Mental Wandering: The Creative Spark 132	
Iteration and Selection 140	
	* 4 *
8. Is the Baboon Creative?	141
Novelty in Evolution 141	
Human Development and Animal Creativity 147	
9. The Creative Mind	
A Few Worthy Feats 155	
Conform or Not Conform? 156	
The Theory of Mind's Mixed Blessing 161	
Creativity and Intelligence 164	
A Few Worthy Tests 167	
How Bad Is Mad? 169	
Creating Minds 174	

Contents

Contents	13
10. The Creative Brain	179
A Few Worthy Brains 179	
Connectivity of Creativity 183	
Life in a Small World 185	
The Advantages of Having a Coat 186	
The Advantages of Not Having a Coat 190	
Are "Creativity Genes" for Real? 194	
11. Epilogue—What's Next?	201
Summing Up and Looking Forward 201	
Consuming Innovation 202	
Creating Innovation 211	
trying to uniferstand how the Brown tests with noveley and trans-	
Chapter Notes	225
Index	261
TEUCS, or that is could be understood in security of logical terms. (

the observate should note by morphical trate one about a tentivity. Based on my, at