

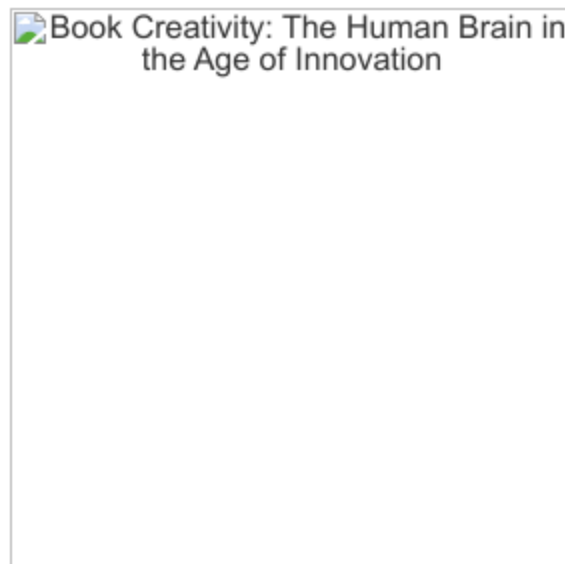
From: Luria Neuroscience Institute [REDACTED]

To: "" <[REDACTED]>

Subject: Announcing the release of "Creativity: The Human Brain in the Age of Innovation"

Date: Wed, 27 Dec 2017 18:30:45 +0000

A new book by Elkhonon Goldberg, Ph.D., ABPP **Creativity: The Human Brain in the Age of Innovation** (Oxford University Press; 1st edition. February 1, 2018) is available for preorder on Amazon: www.amazon.com/dp/0190466499/



What is the nature of human creativity?

What are the brain processes behind its mystique?

What are the evolutionary roots of creativity?

How does culture help shape individual creativity?

Creativity: The Human Brain in the Age of Innovation by Elkhonon Goldberg is arguably the first ever book to address these and other questions in a way that is both rigorous and engaging, demystifying human creativity for the general public. The synthesis of neuroscience and the humanities is a unique feature of the book, making it of interest to an unusually broad range of readership. Drawing on a number of cutting-edge discoveries from brain research as well as on his own insights as a neuroscientist and neuropsychologist, Goldberg integrates them with a wide-ranging discussion of history, culture, and evolution to arrive at an original, compelling, and at

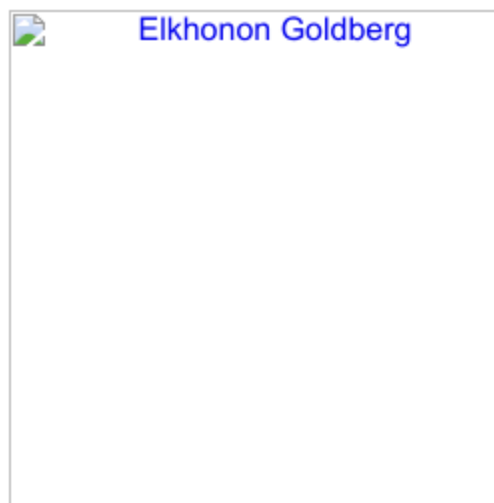
times provocative understanding of the nature of human creativity. To make his argument, Goldberg discusses the origins of language, the nature of several neurological disorders, animal cognition, virtual reality, and even artificial intelligence. In the process, he takes the reader to different times and places, from antiquity to the future, and from Western Europe to South-East Asia. He makes bold predictions about the future directions of creativity and innovation in society, their multiple biological and cultural roots and expressions, about how they will shape society for generations to come, and even how they will change the ways the human brain develops and ages.

For more information about the book and to order please visit www.amazon.com/dp/0190466499/

Also by Elkhonon Goldberg:

- The New Executive Brain
www.amazon.com/dp/0195329406/
- Executive Functions in Health and Disease
www.amazon.com/dp/0128036761/
- The Wisdom Paradox
www.amazon.com/dp/1592401872/
- Luria's Legacy in the 21st Century
www.amazon.com/dp/0195176707/

About the Author



Elkhonon Goldberg, Ph.D., ABPP is a clinical neuropsychologist and cognitive neuroscientist. His books *The Executive Brain*, *The Wisdom*

Paradox, and *The New Executive Brain* have been translated into many languages and have met with international acclaim. Dr. Goldberg is an active researcher whose scientific contributions helped advance our understanding of the function and dysfunction of the frontal lobes, memory, hemispheric specialization, as well as the general principles of functional cortical organization. Dr. Goldberg is a Clinical Professor of Neurology at New York University School of Medicine. He is a Diplomate of American Board of Professional Psychology in Clinical Neuropsychology and a practicing neuropsychologist with many years of wide-ranging clinical experience, as well as a sought-after educator who lectures worldwide. He has served as Visiting Professor at The Hebrew University of Jerusalem, University of Sydney and other leading institutions of higher learning. Dr. Goldberg is a foreign member of Istituto Veneto, an Italian academy of science, literature and the arts; and a recipient of "Tempos Hominis" medal for international medical sciences education, and the Copernicus Prize for contributions to neuroscience and neuropsychology. Elkhonon Goldberg is the Founding Director of Luria Neuroscience Institute www.lninstitute.org. He and his mastiff Brutus live in New York City.



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