

The Eureka Factor: Aha Moments, Creative Insight, And The Brain

By John Kounios, Mark Beeman



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A book by John Kounios and Mark Beeman, published by Random House.

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Summary: Where do great ideas come from? What actually happens in your brain during a Eureka moment? And how can we have more of them?

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by Jessica Merrill, AAL Project Manager. We have all experienced some variation of what is popularly called the “aha” moment: you suddenly recall an

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Eureka or aha moments are sudden realizations that expand our understanding of the world and ourselves, conferring both personal growth and practical

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published earlier this year, "The Eureka Factor: Aha Moments, Creative Insight and the Brain," Kounios notes that moments of insight have

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The cognitive neuroscientists who discovered AHA moments in the brain explain how these eureka experiences happen--and how we can have more of them to

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John Kounios, PhD, is a professor of psychology and director of Drexel University's doctoral program in

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