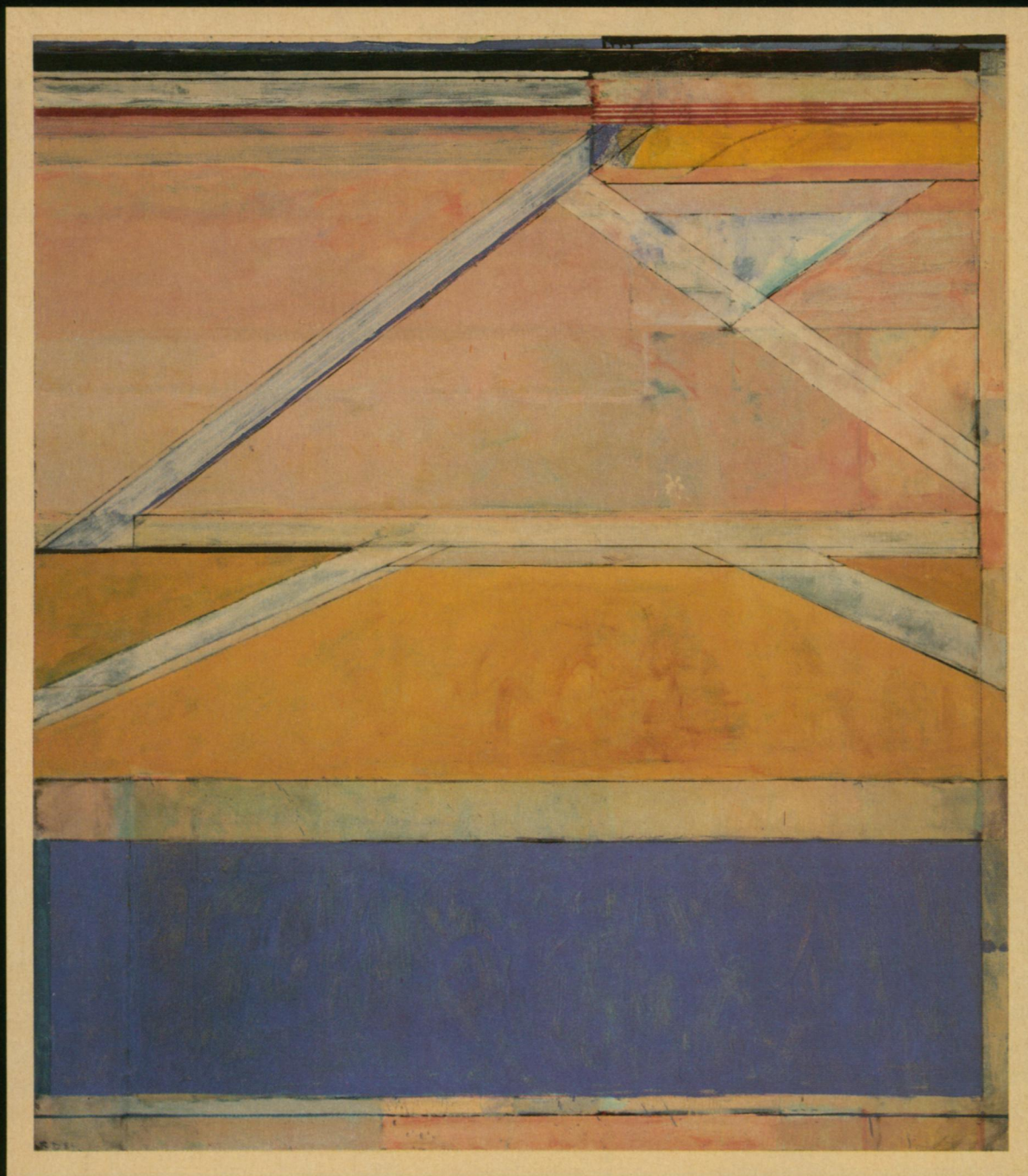


The Weekly Newsmagazine of Science

SCIENCE NEWS

March 1, 1986
Vol. 129, No. 9
Pages 129-144



The Measure of Art

*A positive, practical
"I can do it" approach to solving problems*

THE IDEAL PROBLEM SOLVER

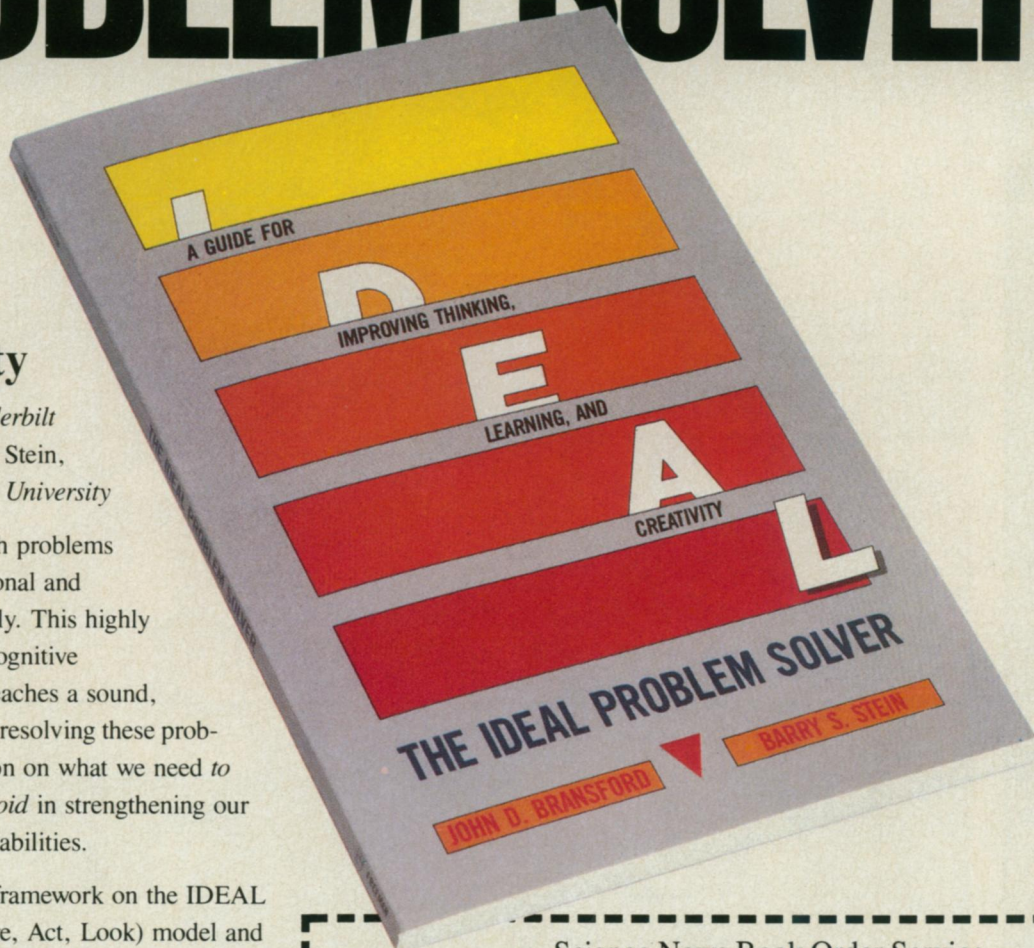
A GUIDE TO Improving Thinking, Learning, and Creativity

John D. Bransford, *Vanderbilt University*, and Barry S. Stein, *Tennessee Technological University*

We all face and deal with problems and predicaments—personal and professional—almost daily. This highly readable book, by two cognitive psychologists, actually teaches a sound, methodical approach for resolving these problems by focusing attention on what we need *to do* as well as what *to avoid* in strengthening our natural problem-solving abilities.

The authors build their framework on the IDEAL (Identify, Define, Explore, Act, Look) model and show how potential problems both fit and are solved within this framework. They suggest new strategies for improving memory, for criticizing ideas and generating alternatives, for overcoming blocks to creativity, and for communicating more effectively with a wider range of people. Provocative, challenging, and fun, *The IDEAL Problem Solver* is liberally sprinkled with everyday examples, brain-teasing drawings, and amusing anecdotes. It is the ideal remedy for the myriad problems that confront and confound us daily.

W. H. Freeman & Co., 1985,
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