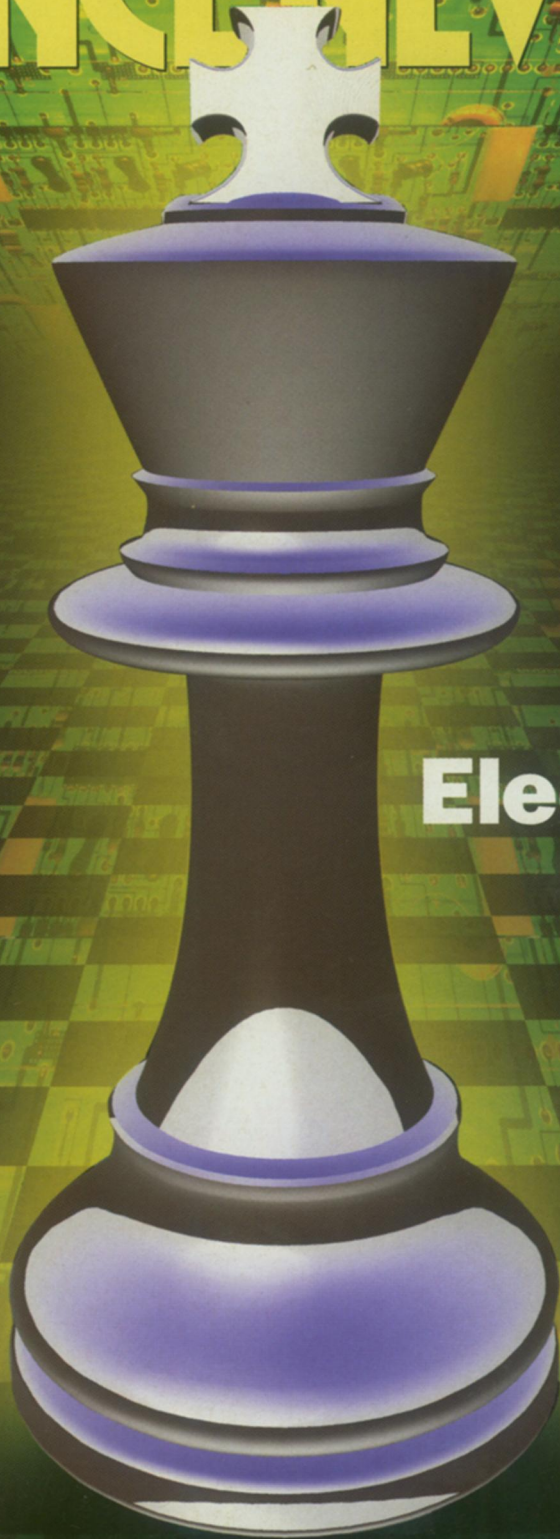


The Weekly Newsmagazine of Science

# SCIENCE NEWS

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## Electrifying Wins





This book is about what makes life worth living. The creative excitement of the artist at the easel or the scientist in the lab comes as close to the ideal fulfillment as we all hope to but so rarely do. Mihaly Csikszentmihalyi interviewed more than 90 of the most interesting people in the world—people like authors Robertson Davies and Nadine Gordimer and scientists Jonas Salk and Linus Pauling to find out how creativity has been a force in their lives.

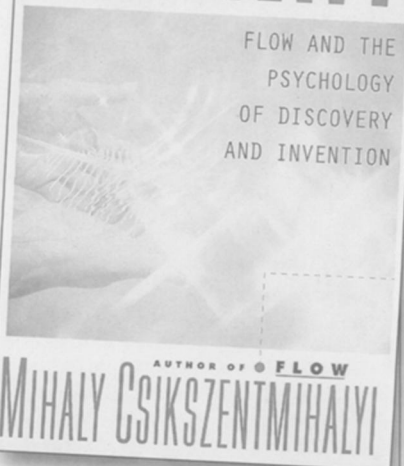
In his bestselling book *Flow*, Csikszentmihalyi explored states of “optimal experience”—those times when people report feelings of concentration and deep enjoyment—and showed that what makes experience genuinely satisfying is a state of consciousness called “flow.” Here he builds on his flow theory, profiling individuals who have found ways to

make flow a permanent feature of their lives and have at the same time contributed to society and culture.

Csikszentmihalyi explores why creative people are often seen as selfish and arrogant (even though they are not) and reveals that the idea of the tortured genius is largely a myth. He argues that creativity needs to be cultivated not only in traditionally creative fields such as sciences and arts, but also in business, government, and education. —from HarperPerennial

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