

Smart Thinking: Three Essential Keys to Solve Problems, Innovate, and Get Things Done

By Art Markman PhD

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When you understand how the mind works, you can think smarter—and act smarter.

Based on the precepts of cognitive science and drawing on a half century of interdisciplinary studies, Smart Thinking is the first book to reveal a three-part formula that distinguishes Smart Thinking from innate intelligence and shows how memory works, how to learn effectively, and how to use knowledge when you need to get things done.

Beginning with defining the difference between Smart Thinking and innate or raw intelligence, cognitive psychologist Art Markman demonstrates how it is possible to learn Smart Thinking that you can apply to the real world.

This engaging and practical book introduces a three-part formula for Smart Thinking, which demonstrates how anyone can:
• Develop **Smart Habits**
• Acquire **High-Quality Knowledge**
• Use **High-Quality Knowledge** when needed

Smart Thinking explores each part of the *Smart Thinking* formula and provides:
• An understanding of how the mind works and the means to replace self-limiting habits with those that foster Smart Thinking
• Insights into how memory functions and how to improve the quality of what you learn
• Ways to present new information effectively
• Specific techniques for improving your understanding of how the world works
• The ability to define and solve problems by finding the relevant knowledge from any area of expertise and applying it effectively

Drawing on multiple research disciplines, including psychology, artificial intelligence, philosophy, neuroscience, learning sciences, linguistics, anthropology, sociology, and education, Markman provides insights into the

functioning of the mind and synthesizes this understanding into practical tools and exercises that develop new skills and achieve personal goals. The book culminates in tips for creating a Culture of Smart to make everyone in an organization more effective.

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Editorial Review

Review
"Markman provides a helpful guide for developing smarter habits, and ultimately, a smarter, more fulfilling life of learning."
—Charles Ealy, *Austin American*

"…the book is an easy read, though rewards re-reading. Unlike many of these 'Think yourself smarter' books, this one has lots of good advice, and feels like it relies on primary sources more than secondary. In fact, I bet I end up reading a lot of what is in this book, taken out of context by 'Think yourself successful' gurus. Save time, read it here, at the source."
---*Tom Otley, The Business Traveler*

"*Smart Thinking* teaches people how their minds work so they can be more effective performers at work and at life. An essential read for anyone who wants to operate at their best, think outside the box, and accomplish whatever goals they set out to achieve."
---Sian Beilock, PhD, author of *Choke*

“If you want to be more creative, if you want to be an innovator, this is the book for you. Creativity doesn't fall out of the sky. It favors the prepared mind. This book prepares your mind.”
---Hara Estroff Marano, author of *A Nation of Wimps*

“What does thinking quickly create a positive mood? Are goals contagious? How do you create a culture of smart thinking? Building on decades of research in cognitive psychology and replete with stories and practical tools, Markman answers these questions and in doing so teaches you how to learn. Once finished, you’ll feel smarter. Consider it an owner’s manual to the mind.”
---Jennifer Lynn Aaker, General Atlantic Professor of Marketing, Stanford GSB and author of *The Dragonfly Effect*

“Smart Thinking not only enriches the literature on human thought--and its foibles--it takes it to the next level, offering clear prescriptions for how to sharpen memory, analysis and creativity in our daily lives.”
---Wray Herbert, author of *On Second Thought: Outsmarting Your Mind's Hard-Wired Habits*

About the Author
Art Markman, Ph.D., is one of the premier cognitive scientists in the field and has been published in more than 125 journals. He is the Annabel Irion Worsham Centennial Professor of Psychology and Marketing at the University of Texas at Austin. He is also the author of the scholarly work *Knowledge Representation*, and has been the editor of *Cognitive Science* since 2006.

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