



The Origin of Ideas: Blending, Creativity, and the Human Spark

Mark Turner

Download now

[Click here](#) if your download doesn't start automatically

The Origin of Ideas: Blending, Creativity, and the Human Spark

Mark Turner

The Origin of Ideas: Blending, Creativity, and the Human Spark Mark Turner

What makes human beings so innovative, so adept at rapid, creative thinking? Where do new ideas come from, and once we have them, how can we carry them mentally into new situations? What allows our thinking to range easily over time, space, causation, and agency-so easily that we take this truly remarkable ability for granted?

In *The Origin of Ideas*, Mark Turner offers a provocative new theory to answer these and many other questions. While other species do what we cannot-fly, run amazingly fast, see in the dark-only human beings can innovate so rapidly and widely. Turner argues that this distinctively human spark was an evolutionary advance that developed from a particular kind of mental operation, which he calls "blending": our ability to take two or more ideas and create a new idea in the "blend." Turner begins by looking at the "lionman," a 32,000-year-old ivory figurine, one of the earliest examples of blending. Here, the concepts "lion" and "man" are merged into a new figure, the "lionman." Turner argues that at some stage during the Paleolithic Age, humans reached a tipping point. Before that, we were a bunch of large, unimaginative mammals. After that, we were poised to take over the world. Once biological evolution hit upon making brains that could do advanced blending, we possessed the capacity to invent and maintain culture. Cultural innovation could then progress by leaps and bounds over biological evolution itself, leading to the highest forms of human cognition and creativity.

For anyone interested in how and why our minds work the way they do, *The Origin of Ideas* offers a wealth of original insights-and is itself a brilliant example of the innovative thinking it describes.

 [Download The Origin of Ideas: Blending, Creativity, and the ...pdf](#)

 [Read Online The Origin of Ideas: Blending, Creativity, and t ...pdf](#)

Download and Read Free Online The Origin of Ideas: Blending, Creativity, and the Human Spark Mark Turner

From reader reviews:

Elliott Salazar:

The particular book *The Origin of Ideas: Blending, Creativity, and the Human Spark* has a lot of knowledge on it. So when you check out this book you can get a lot of help. The book was written by the very famous author. This article's author makes some research ahead of writing this book. This kind of book is very easy to read; you can get the point easily after reading this book.

Florence Hall:

Are you kind of a stressful person, only have 10 or perhaps 15 minutes in your moment to upgrading your mind proficiency or thinking skill even analytical thinking? Then you are experiencing a problem with the book in comparison with can satisfy your limited time to read it because this all time you only find a book that needs more time to be read. *The Origin of Ideas: Blending, Creativity, and the Human Spark* can be your answer given it can be read by a person who has those short free time problems.

Francisco London:

In this era of globalization it is important for someone to find information. The information will make you definitely understand the condition of the world. The condition of the world makes the information much easier to share. You can find a lot of references to get information, for example: internet, paper, book, and soon. You can view that now, a lot of publishers print many kinds of books. The particular book that is recommended to you personally is *The Origin of Ideas: Blending, Creativity, and the Human Spark*. This e-book consists of a lot of information from the condition of this world now. That book was represented how the world has grown up. The language styles that the writer uses to explain it are easy to understand. The actual writer made some investigation when he wrote this book. That is why this book is ideal for all of you.

Maria Green:

E-books are one of the sources of understanding. We can add our information from them. Not only for students but natives or citizens have to have books to know the updated information of year to year. As we know, those textbooks have many advantages. Besides we add our knowledge, they could also bring us around the world. Through the book *The Origin of Ideas: Blending, Creativity, and the Human Spark* we can acquire more advantage. Don't you want to definitely be a creative person? Being a creative person must love to read a book. Simply choose the best book that is ideal with your aim. Don't possibly be doubtful to change your life by this book *The Origin of Ideas: Blending, Creativity, and the Human Spark*. You can find it more appealing than now.

**Download and Read Online The Origin of Ideas: Blending,
Creativity, and the Human Spark Mark Turner #HG4KL6V8YOT**

Read The Origin of Ideas: Blending, Creativity, and the Human Spark by Mark Turner for online ebook

The Origin of Ideas: Blending, Creativity, and the Human Spark by Mark Turner Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Origin of Ideas: Blending, Creativity, and the Human Spark by Mark Turner books to read online.

Online The Origin of Ideas: Blending, Creativity, and the Human Spark by Mark Turner ebook PDF download

The Origin of Ideas: Blending, Creativity, and the Human Spark by Mark Turner Doc

The Origin of Ideas: Blending, Creativity, and the Human Spark by Mark Turner Mobipocket

The Origin of Ideas: Blending, Creativity, and the Human Spark by Mark Turner EPub