



## Aha!: The Moments of Insight that Shape Our World (Hardback)

By William B. Irvine

Oxford University Press, United Kingdom, 2015. Hardback. Condition: New. Language: English . Brand New Book. Great ideas often develop gradually after studying a problem at length-but not always. Sometimes, an insight hits like a bolt from the blue. For Archimedes, clarity struck while he was taking a bath. For Gustav Mahler, it came as the blades of his oars touched the water. And for Albert Einstein, it emerged while he was talking to a friend. Why do these moments of insight strike so suddenly? Why do they so often come to us when we are focused on something completely unrelated? And when great ideas come to us, where do they come from? In Aha!: The Moments of Insight that Shape Our World, philosopher William B. Irvine, author of A Guide to the Good Life and On Desire, explores these epiphanies, from the minor insights that strike us all daily, to the major realizations that alter the course of history. Focusing on aha moments as they take place in five different domains-religion, morality, science, math, and art-Irvine provides case studies that shed light on the different ways epiphanies happen in the different domains, and on their differing social impact. Along the...



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