



I Wonder: The Science of Imagination

By J.D. Rhodes

PRESS RELEASE

Enhance the power of your imagination and the possibilities could be limitless, as this new book explores the mystery behind creativity and reveals how it can best be harnessed to influence and advance all aspects of our lives.

Knowledge is no longer stable. As the world moves forward with technological experimentation and increasing developmental demands, we must all spend increasing portions of our time and effort in learning how to use the latest advancements; from ever-changing gadgets and processes to how we interact with each other digitally. If we falter in any of the challenges we face, we risk being left behind. At the heart of all creativity and innovation lies imagination.

In **I Wonder: The Science of Imagination** author J.D. (Jerry) Rhodes seeks to inspire a new understanding of what is involved in growing this ephemeral skill of ours, one which is often undervalued but which has become essential to success in all areas of modern life.

Drawing from his decades of research and his role as an educator to business leaders in the process of creativity, Rhodes shows us how imagination offers a way of winning by taking out-of-the-ordinary approaches to tasks and situations that would either be exceptionally difficult or aspirational. Rhodes asks us to imagine what it would be like without imagination; how this would limit and undermine everything in life. **I Wonder: The Science of Imagination** then moves through the benefits of creative thinking and actions readers can take to reduce the inner barrier to thought and produce better ideas.

In **I Wonder: The Science of Imagination**, Jerry Rhodes encourages readers to be more daring and aspire to making and exploiting the outrageous connections that bring brilliant flights of fancy. Original and insightful, it is both an excellent insight into the field of teaching creativity, and the perfect tool for those looking to develop themselves and take the next step in their careers, or their passions, or for those who simply want to increase their ability to think outside-of-the-box.

About the author: After attending Exeter College, Oxford, Jerry Rhodes climbed the ladders of business development and executive training before founding his own consultancy. Soon he was invited to join a research team studying creative and skilful thinking in Eindhoven. Based on this research, he built a system to train others to improve their thinking known as Effective Intelligence, which he makes available under licence internationally. He lives in the Cotswolds, England, where he also has founded a Trust to bring the benefits of a lifetime's work to families, with a new website introducing Thunkies. Rhodes has published two books, *Conceptual Toolmaking: Expert Systems of the Mind* and *The Colours of Your Mind* and has contributed to numerous journals and collections. **I Wonder: The Science of Imagination** by J.D. Rhodes (published Clink Street Publishing 7th February 2017 RRP TBC paperback and TBC ebook) is available to purchase from online retailers including Amazon and to order from all good bookstores.

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