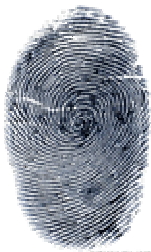


# 3

# Creativity & Mknng

Human Brain, Introduction

Presentation 3 out of 7



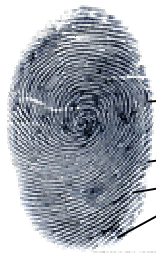
Danny Abramovich  
Marketing Plan Specialist  
[www.marketingPlanNOW.com](http://www.marketingPlanNOW.com)

# Creativity & Mknng

What do the letters in **black** represent?

A strong correlation between (the words):

Creativity & Marketing

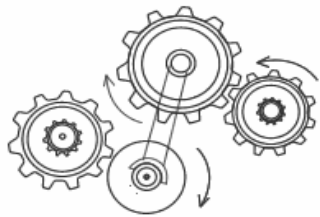


# Presentation Structure

1. Welcome to **C**reativity test ü
2. **C**reativity - Vocab & theory ü
- ▶ 3. Human **B**rain, introduction
4. Proving **M**ind limitations<sup>2</sup> presentations
5. Overcoming **M**ind limitations<sup>2</sup> presentations

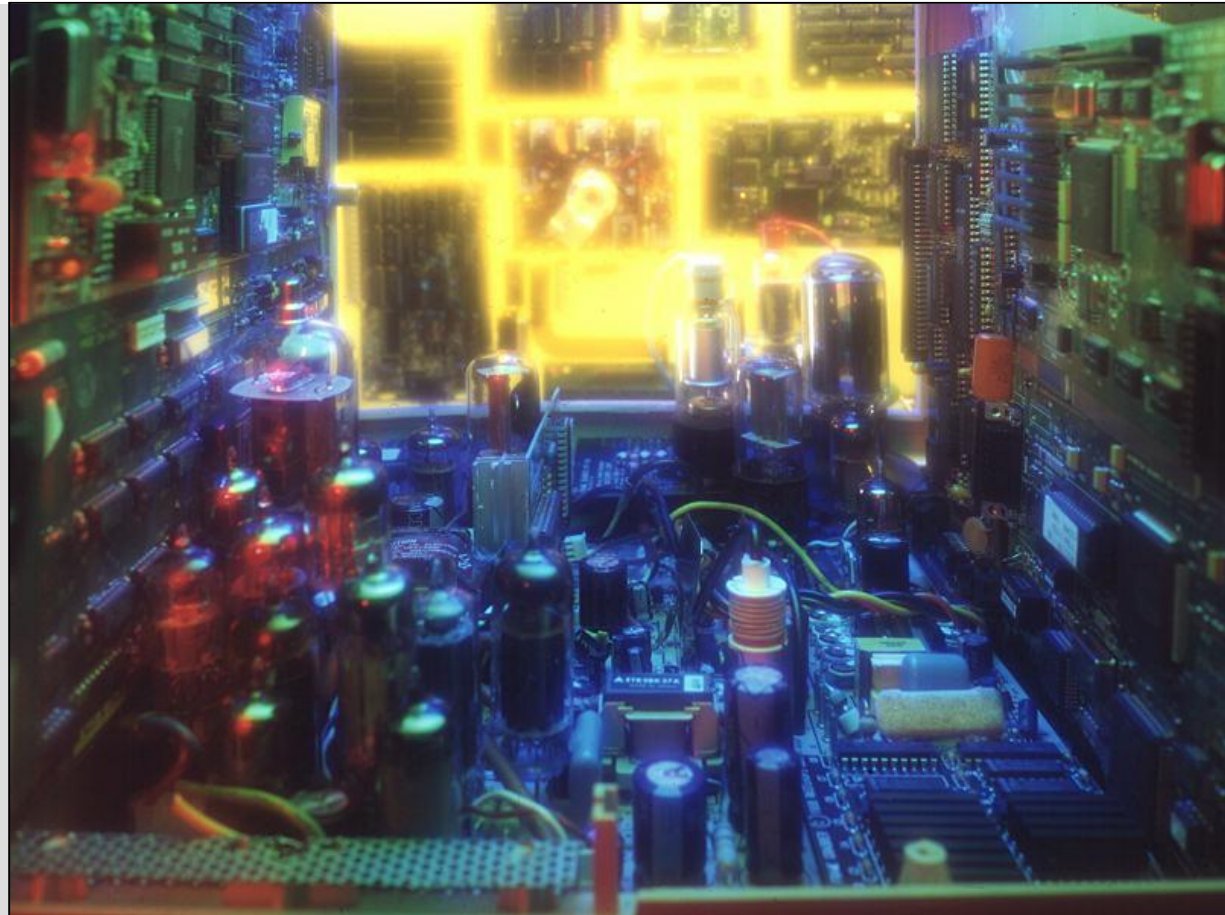
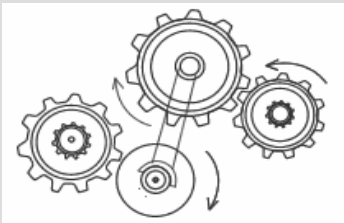
# 3. Human **B**rain, introduction

Intr  
oduc  
tion<sup>1</sup>



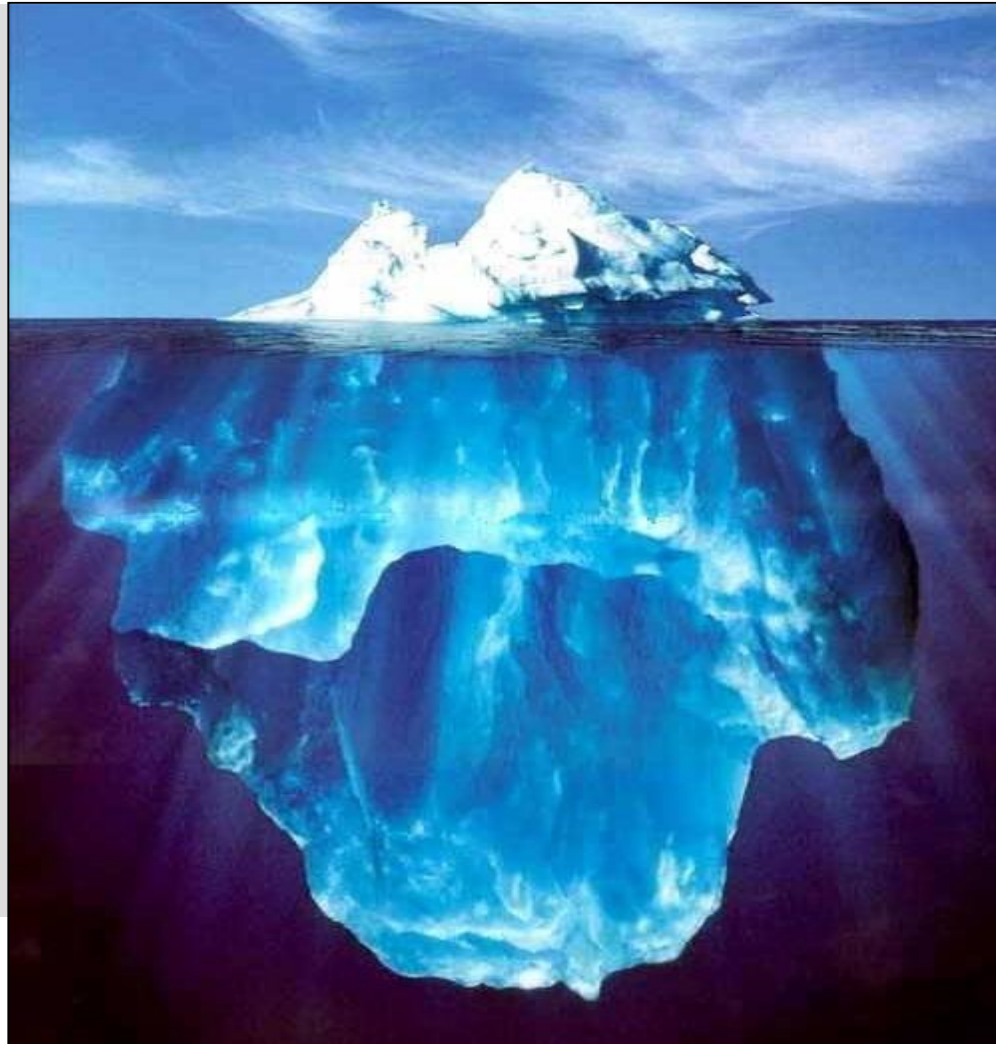
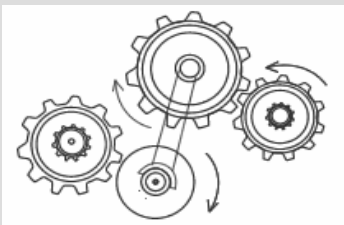
# 3. Human **B**rain, introduction

Intr  
oduc  
tion<sup>2</sup>



# 3. Human **B**rain, introduction

Intr  
oduc  
tion<sup>3</sup>





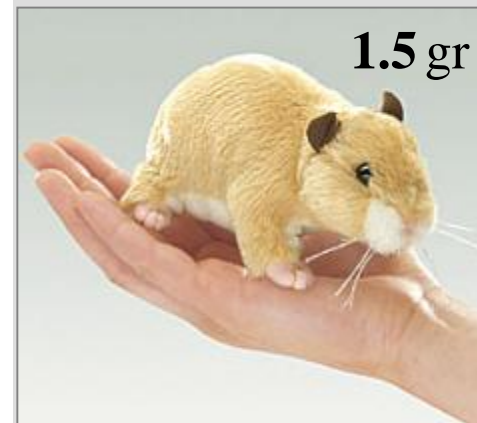
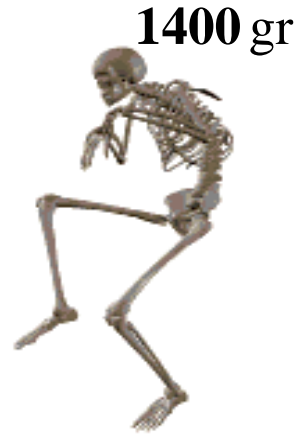
# 3. Human **B**rain, introduction




**Great**  
**minds discuss**  
ideas; **Average minds**  
discuss events; **Small**  
**minds discuss**  
**People.**



# 3. Human **B**rain, introduction



you can see this image in motion  
**Creativity8-annex**  
a ppt file 



Within the first three years of our life, three-quarters of our brain is being completed!



# 3. Human **B**rain, introduction



# 3. Human **B**rain, introduction



### 3. Human **B**rain, introduction

The **b**rain is still a mystery:  
1400 grams, soft, pink-gray,  
covered by a firm skin, lies  
in a backbone liquid,  
enveloped by a rough bone.

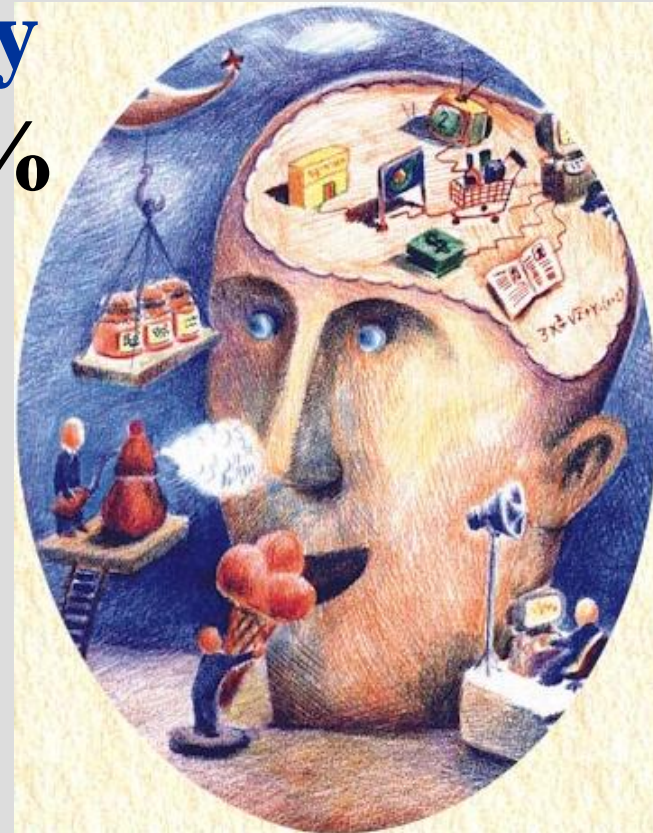
### 3. Human **B**rain, introduction

**The **b**rain is the last and grandest biological frontier, the most complex thing we have yet to discover in our universe.**

**James Watson, 1992, Discovering the Brain**

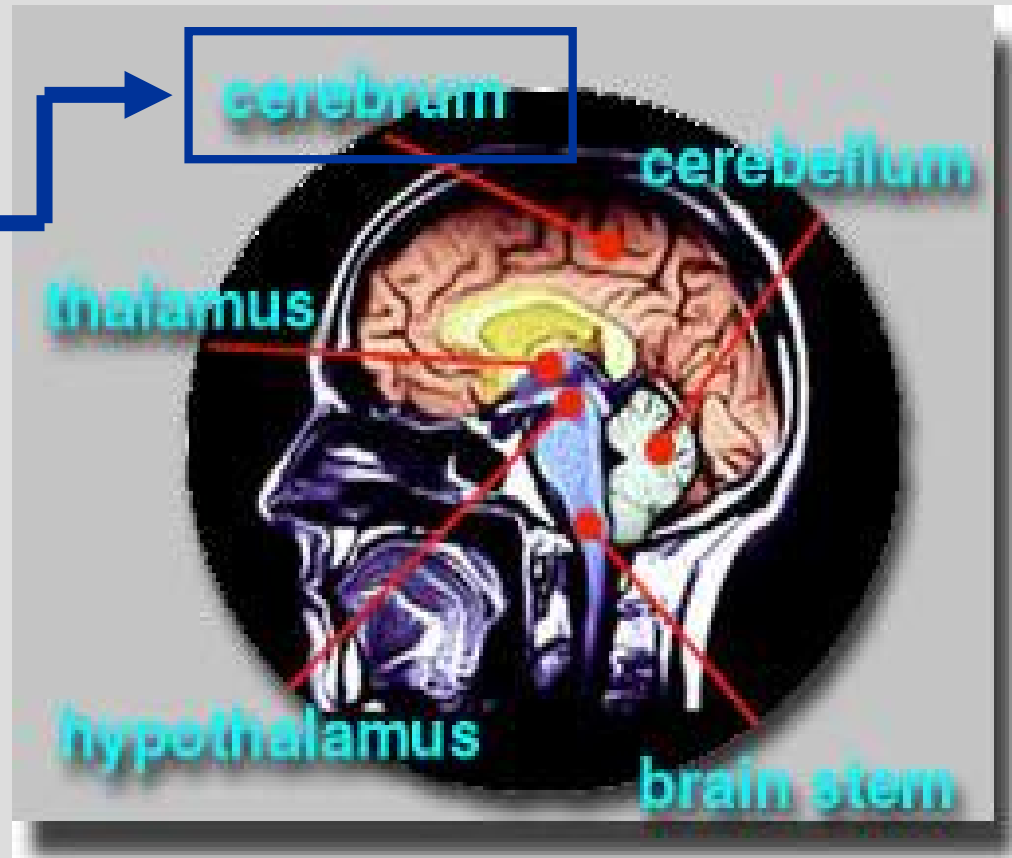
### 3. Human **B**rain, introduction

Though the **b**rain may represent less than 2% of your body weight, it uses 25% of the oxygen you breathe and 70% of your glucose supply.



# 3. Human **B**rain, introduction

- Brain
- Cerebrum
- Gray matter
- Frontal lobe
- Creative thinking





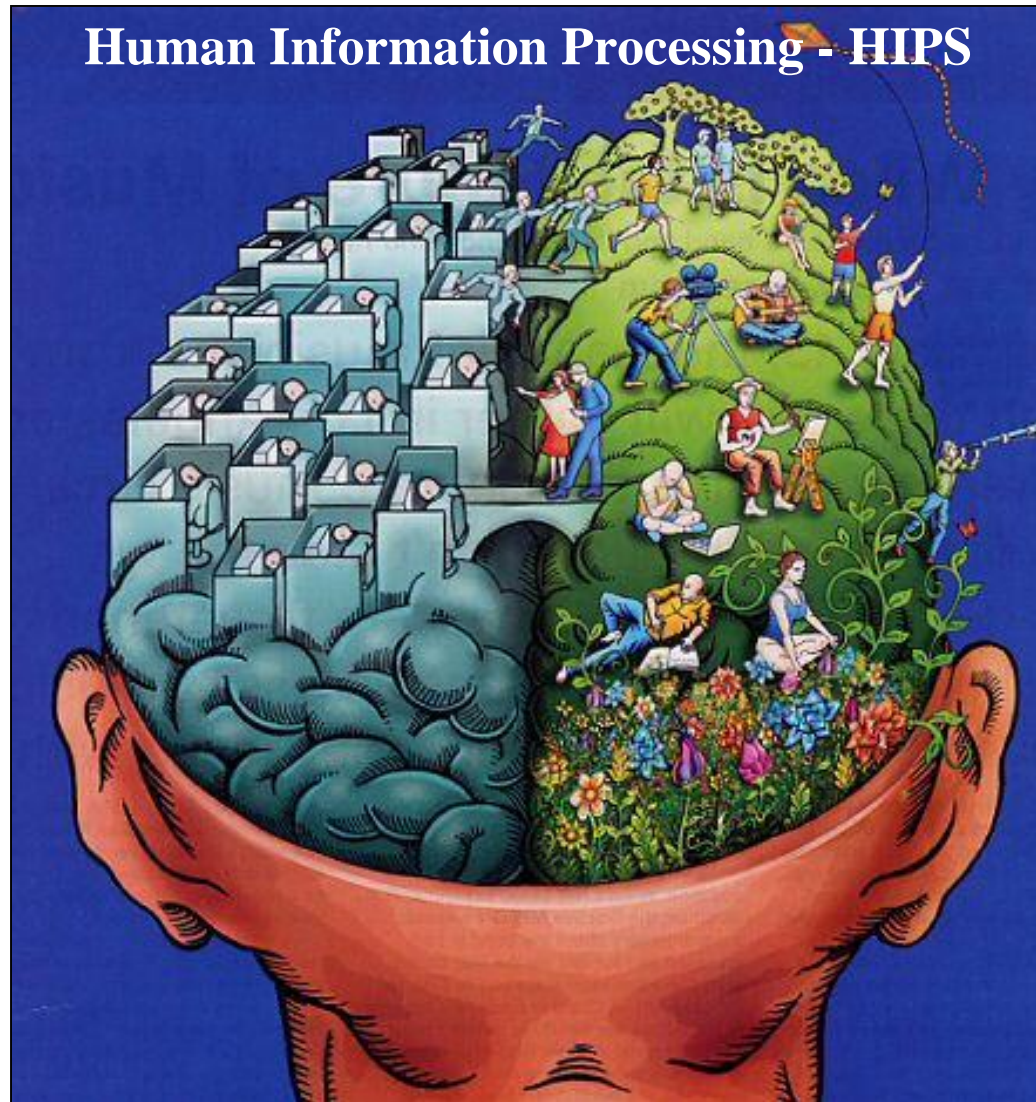


Whole  
Brain  
Thinking

### 3. Human **B**rain: the Cerebrum

- ÿ Largest brain structure.
- ÿ Divided into two hemispheres.
- ÿ In charge of most sensory, motor & cognitive processes.
- ÿ Surrounded by “Gray Matter”, a collection of several thin layers of cells.

# 3. Human **B**rain, introduction



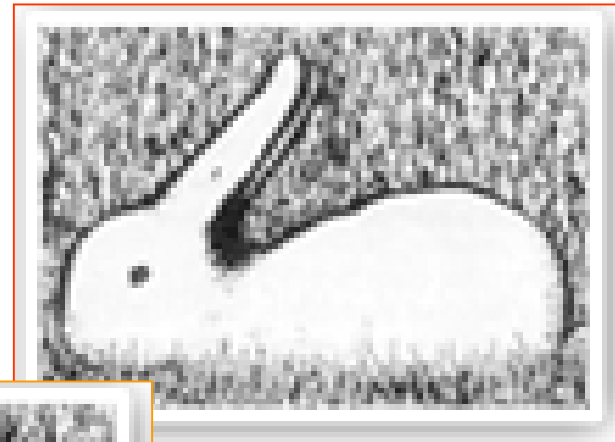
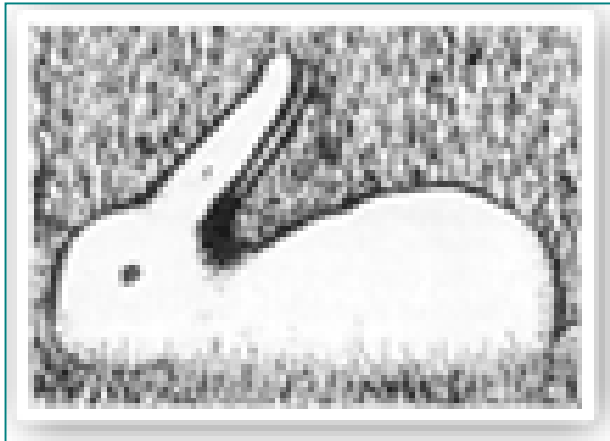
### 3. Human **B**rain, “Hemispheres”



### 3. Human **B**rain, “Hemispheres”



### 3. Human **B**rain, “Hemispheres”





### 3. Human **B**rain, two hemispheres

#### Brain-lateralization Dominance Classification by Springer & Deutsch, 1993

<b>Left Brain</b> Thinking	<b>Right Brain</b> Thinking
<b>Analytic, Serial, Logical &amp; Objective...</b>	<b>Global perception, Subjective...</b>

### 3. Human **B**rain, two hemispheres

#### Problem-solving Techniques Classification by Huitt, 1992

<b>Critical Thinking</b>	<b>Creative Thinking</b>
<b>Linear, serial, more rational, analytical &amp; more goal-oriented.</b>	<b>Holistic, parallel, more emotional, intuitive, creative &amp; more visual.</b>

### 3. Human **B**rain, two hemispheres

Look at the chart and say the COLOR not the word

<b>YELLOW</b>	<b>BLUE</b>	<b>ORANGE</b>
<b>BLACK</b>	<b>RED</b>	<b>GREEN</b>
<b>PURPLE</b>	<b>YELLOW</b>	<b>RED</b>
<b>ORANGE</b>	<b>GREEN</b>	<b>BLACK</b>
<b>BLUE</b>	<b>RED</b>	<b>PURPLE</b>
<b>GREEN</b>	<b>BLUE</b>	<b>ORANGE</b>

#### **Left – Right Conflict**

**Your right brain tries to say the color but your left brain insists on reading the word.**

### 3. Human Brain

Test the quality of your right hemisphere.



Can you identify the head of a man among those coffee beans?

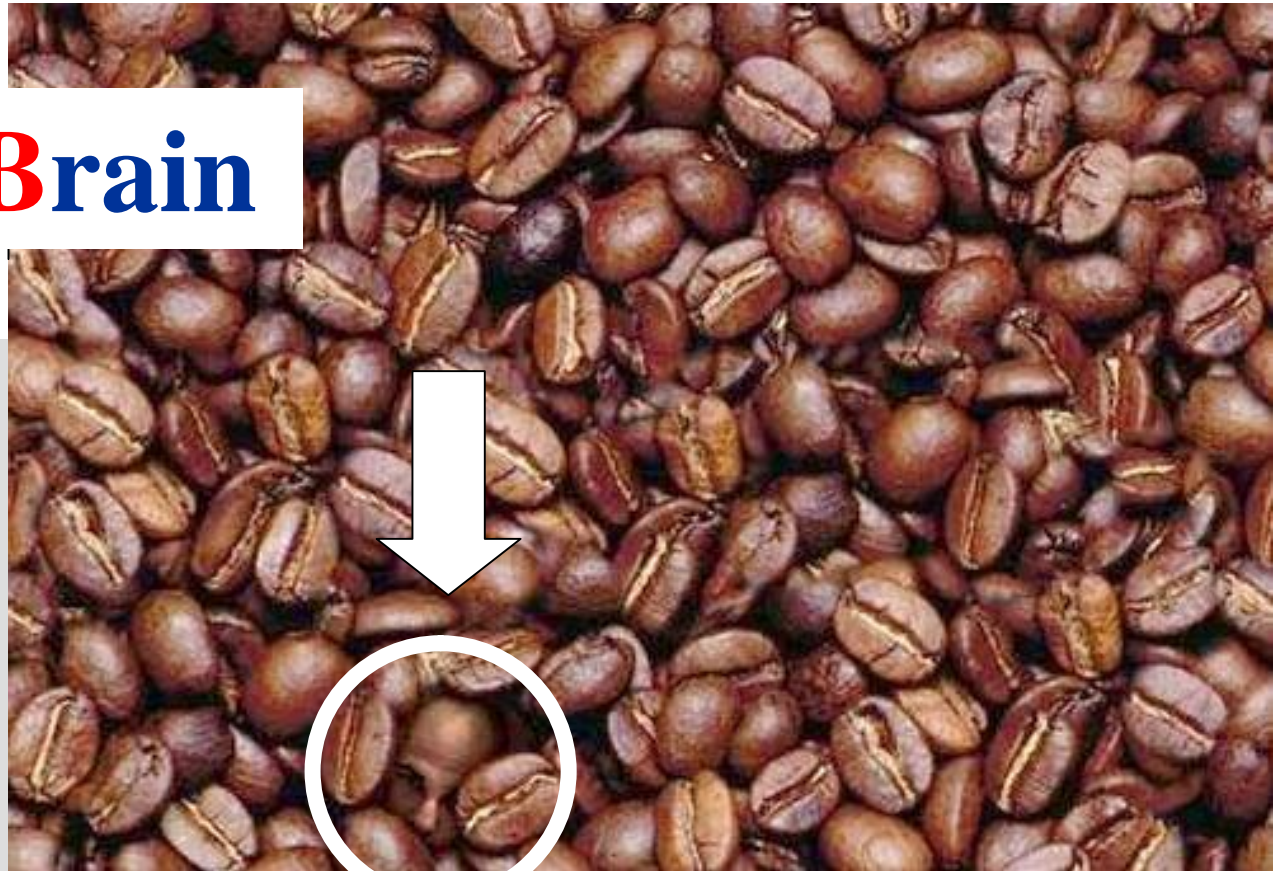


### 3. Human **B**rain, two hemispheres



### 3. Human Brain

3 seconds:  
Extremely  
developed!



1 minute:  
Rather normal!





If you see this lady turning in **clockwise** you are using your **right brain**.

If you see it the **other way**, you are using **left brain**.

Some people do see both ways, but most people see it only one way.

If you try to see it the other way and if you do see, your IQ is above 160 which is almost a genius.

Then see if you can make her go one way and then the other by shifting the brain's current.

### **BOTH DIRECTIONS CAN BE SEEN**

This was proved at Yale University , over a 5-year study on the human brain and it's functions. Only 14% of the US population can see her move both ways.

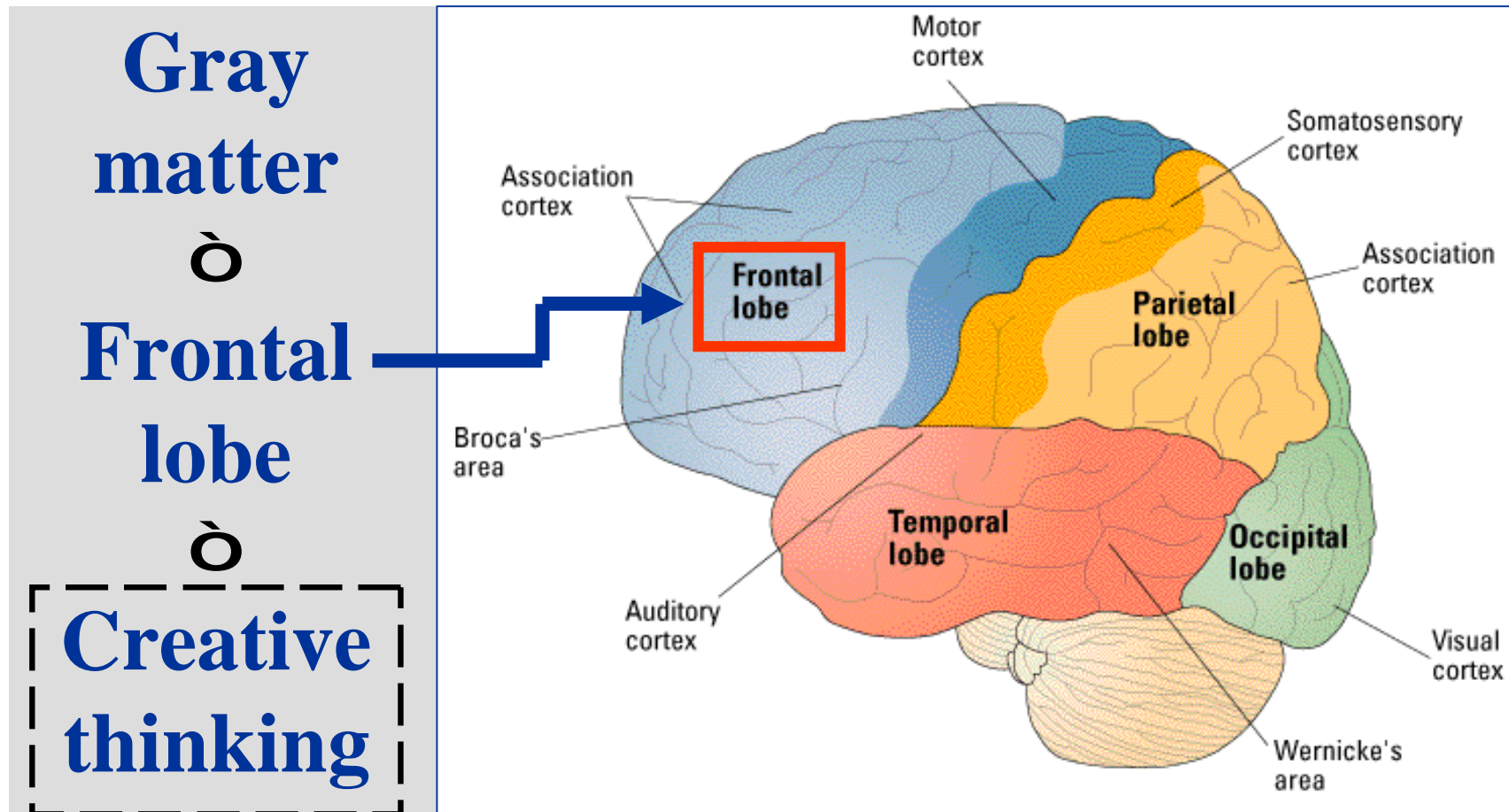
you can see this image in motion

**Creativity8-annex** a ppt file

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- ÿ Largest brain structure.
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- ÿ Surrounded by “Gray Matter”, a collection of several thin layers of cells.

# 3. Human Brain: “Gray Matter”



# 3. Human Brain: “Gray Matter”

Gray  
matter

ò

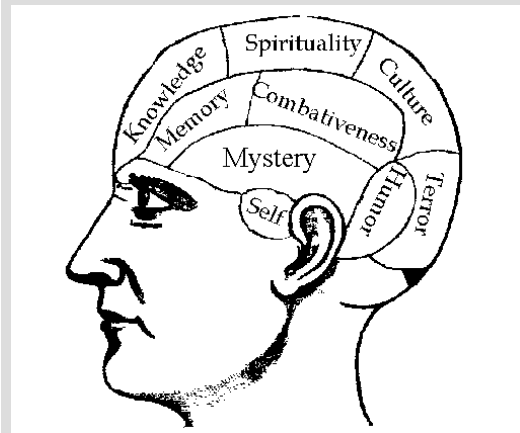
Frontal  
lobe

ò

Creative  
thinking

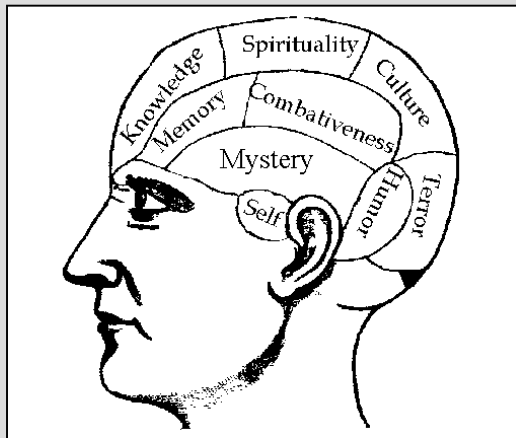


# 3. Human **B**rain, Summary

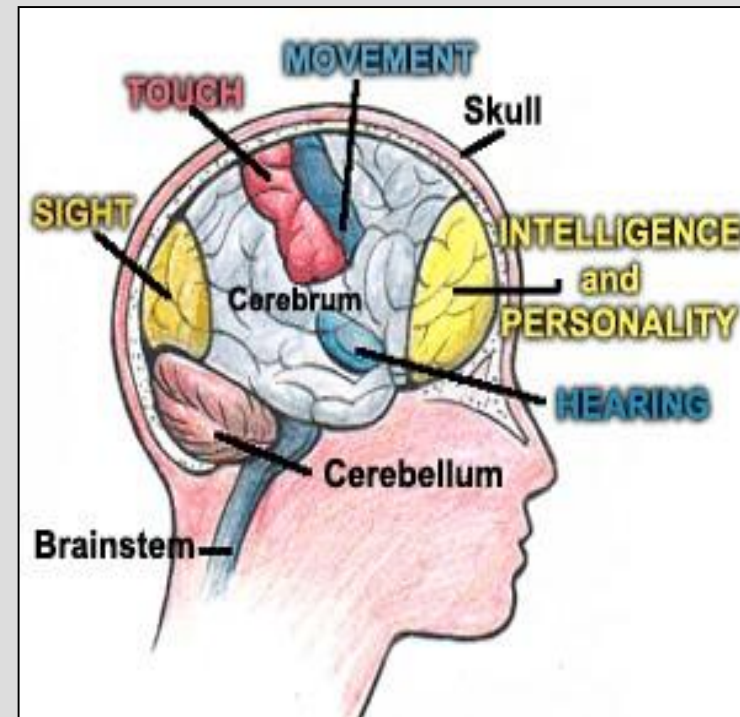


Head  
Brain  
Cerebrum  
Gray matter  
Frontal lobe  
**Creative thinking**

### 3. Human **B**rain, Summary



### The Secret Life of the Brain





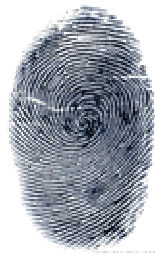
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# Creativity & Mknng

Human Brain, Introduction

Presentation 3 out of 7 **is over!**



Danny Abramovich  
Marketing Plan Specialist

MarketingPlanNOW  


# Chapter 4

