



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

By Art Markman PhD

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Think smart people are just born that way? Think again.

Drawing on diverse studies of the mind, from psychology to linguistics, philosophy, and learning science, Art Markman, Ph.D., demonstrates the difference between "smart thinking" and raw intelligence, showing readers how memory works, how to learn effectively, and how to use knowledge to get things done. He then introduces his own three-part formula for readers to employ "smart thinking" in their daily lives.

*Smart Thinking* gives readers:

- The means to replace self-limiting habits with new behaviors that foster smart thinking
- An understanding of the mind itself as well as memory
- The ability to define and solve problems by finding and applying relevant knowledge
- Ways to present and process information effectively

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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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