



# The Creative Age: Awakening Human Potential in the Second Half of Life

By Gene D., MD, PhD. Cohen

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In a single generation, the view of life after fifty has changed dramatically. Today's society is shaped by unprecedented growth in the number of people living in their "golden years", shifting patterns of work and home life, and advances in health care that offer the promise of longer, more active lives. In this fascinating, life-affirming book, Dr. Gene Cohen debunks harmful myths about aging and illuminates the biological and emotional foundations of creativity. He shows how the unique combination of age, experience, and creativity can produce exciting inner growth and infinite potential for everyone. Interweaving history, scientific research, inspiring true-life stories, and his own fresh insights, Dr. Cohen takes us into the previously uncharted territory of human potential in the "second half" of life.

Discover the owners of the Creative Age:

1. We can actually increase the number of essential connections among brain cells including those for memory and response.
2. Many sleep and mood disorders can be eliminated by stimulating the brain; sleep problems are not an inevitable part of aging or decline in brain function
3. Vocabulary expands well into the eighties among people who continue to challenge themselves intellectually through reading, writing, and word games -- having difficulty finding the right word is not inevitable
4. Capitalizing on our creativity, and having a positive outlook and sense of well-being, boosts our immune systems.

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## **Editorial Review**

### **From Publishers Weekly**

As the baby-boom generation swells the ranks of the American middle-aged, life expectancy has increased 50% since 1900, older people are becoming more physically and mentally active than ever before and diseases are more easily preventable, detectable and treatable. A doctor specializing in gerontology for 30 years, Cohen focuses on creativity, which he stresses is "not just for geniuses" but holds potential for everyone at every age. With a wink toward Einstein, Cohen uses the formula "C=me<sup>2</sup>" (creativity equals a mass of knowledge plus the interaction of inner and outer experience) to describe his theory of lifelong creativity, which may be manifested both privately ("creativity with a little c") and publicly ("big C"). Cohen identifies four developmental phases in mid- and later life--reevaluation, liberation, summing-up and encore--that provide opportunities for creativity to blossom. He cites the latest scientific research, which disproves dated views of inevitably deteriorating brain function, points out the advantages of experience and the willingness to experiment that come with age, and notes that the adversity and loss that often crop up later in life actually encourage creativity by forcing change. With sidebars noting the accomplishments of many people well past midlife, excellent exercises for igniting creativity and thorough appendices, Cohen provides a wealth of information and a fresh, timely perspective on aging.

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### **From Library Journal**

A lot of books out now help baby boomers deal with how to slow the physical aging process or how to have a financially secure retirement. Cohen, however, chooses a unique direction: he shows how to be a creative individual well into old age. Replete with anecdotes of famous and not-so-famous people doing incredibly creative things (e.g., architect I.M. Pei designing the Rock and Roll Hall of Fame and Museum at 79), whether for the good of humanity or simply for their own families, this book is an inspiration. Cohen, director of the Center on Aging, Health, and Humanities at George Washington University, outlines different ways in which people can be creative and stimulating in the face of adversity, in the context of relationships, or with changing opportunities as one ages. This is essential reading for those with elderly parents as well as for those entering their twilight years. Highly recommended.

*-Marija Sanderling, Rochester P.L., NH*

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### **From Booklist**

The aging of the baby-boom generation has increased interest in how to stay active and lively in the face of advancing years. Cohen, who demonstrated an interest in gerontology when it wasn't popular, has 30 years of research behind this examination of the role of creativity in strengthening morale and contributing to physical health as we age. He uses case histories of patients who have enhanced their lives and health by involvement in the creative process, primarily self-redefinition and recognizing the opportunities in change. Cohen is referring to creativity beyond artistic endeavors and suggests low-energy and high-energy creative activities: doing volunteer work or writing an autobiography. He also provides quotes from famous people on creativity and gives examples of achievers in later years: Mother Teresa, Madeline Albright, Dr. C. Everett Coop. Cohen offers a new perspective on aging and raises expectations for the quality of life as we age. *Vanessa Bush*

## Users Review

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#### **Jennifer Burritt:**

Spent a free time and energy to be fun activity to complete! A lot of people spent their sparetime with their family, or their very own friends. Usually they doing activity like watching television, gonna beach, or picnic inside the park. They actually doing same thing every week. Do you feel it? Do you wish to something different to fill your own free time/ holiday? Could be reading a book may be option to fill your totally free time/ holiday. The first thing that you ask may be what kinds of e-book that you should read. If you want to attempt look for book, may be the reserve untitled The Creative Age: Awakening Human Potential in the Second Half of Life can be excellent book to read. May be it is usually best activity to you.

#### **Rafael Rainey:**

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#### **Karen Wilson:**

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