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## Book Catalog

# Successful Intelligence

## How Practical and Creative Intelligence Determines Success in Life

By Robert J. Sternberg  
Our Price: **\$22.50**  
Our Item Code: **success**  
Postage Code: [book3](#)

303 Pages, Simon & Schuster  
Date: 1996     Added to Catalog: 6/23/97

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## Our Review

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provides a number of insights into precisely what makes a person "smart", and how to measure it. IQ tests, ever popular with our society, turn out to do a rather poor job. It seems that "intelligence", whatever **that** is, is much more difficult to assess than you would think. Perhaps it's like pornography, "Ah knows it

whens I sees it". Silverberg does a good job of analyzing it all, in a readable manner. He touches on creativity quite often, and provides a lot of ways to increase the level of creativity (in terms of problem solving, that is), that you already have. -- *tm*

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## Information from the Publisher

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### From the Book Cover

"Successfully intelligent people realize that no one is good at everything. Einstein wasn't. Lincoln wasn't. Da Vinci wasn't. Galileo wasn't. The idea that there is a general factor of intelligence that can be measured by IQ and similar tests is a myth that is supported only because the range of abilities they measure is narrow. Once you expand the range of abilities that are measured, the general IQ factor disappears.

"Successful intelligence is the kind of intelligence used to achieve important goals. People who succeed, whether by their own standards or by other people's, are those who have managed to acquire, develop, and apply a full range of intellectual skills, rather than merely relying on the 'inert' intelligence that schools so value. These individuals may or may not succeed on conventional tests, but they have something in common that is much more important than high test scores. *They know their strengths; they know their weaknesses. They capitalize on their strengths; they compensate for or correct their weaknesses.* That's it."

-- --FROM SUCCESSFUL INTELLIGENCE

From one of the nation's foremost intelligence experts comes a far-ranging book that is destined to have a profound influence on the way we think about aptitude and intelligence. In *Successful Intelligence*, the award-winning scientist and Yale professor Robert J. Sternberg argues that the best predictors of success in the real world are creative and practical intelligence. Using original research conducted over decades, Sternberg shows why these specific mental skills (and not the academic thinking measured by IQ tests) are the key to achieving life's most important goals, whether in business, the professions, the arts, or other areas of endeavor.

Successful intelligence, Sternberg maintains, differs from IQ (which involves academic achievement) or emotional intelligence (which involves the sort of thinking most relevant to personal relationships). It requires ability with three kinds of thinking: creative, practical, and analytic. People who possess successful intelligence are "smart" at achieving: they know how to make the most of what they do well and how to find ways to work around their limitations. Motivated, controlled, persevering, and independent, these are the people who know how to get ahead. And most heartening of all, Sternberg reveals, successful intelligence is measurable and can be developed.

Among the book's major revelations:

- Creative and practical intelligence are distinct from and independent of IQ. In other words, someone can be highly intelligent (creatively and/or practically) but have a relatively average IQ. Similarly, many people with high IQs are middling in creative and practical intelligence.
- Practical intelligence predicts on-the-job performance better than does IQ for business managers, salespeople, and even college teachers--the three occupations studied in Sternberg's original research.
- There are specific ways to develop practical and creative intelligence, which you can use to enhance your own success.
- Successful intelligence can be activated, and studies show how accomplished people make it work for them.
- Members of various ethnic groups, such as blacks and Hispanics, who typically do not do as well as whites on

tests of academic intelligence compete quite successfully in tests of creative and practical intelligence.

- Creative performance requires not only creative intelligence but key personality attributes as well, especially the willingness to take risks and to overcome obstacles.
- The correlation between IQ and occupational status is not a fact of nature: society has created it by requiring IQ-like tests (SATs, GREs, LSATs, GMATs, MCATs, etc.) for admission to higher education.

Filled with practical examples of the kinds of thinking skills that bring about action-oriented goals, *Successful Intelligence* is a book for everyone concerned with what it takes to get ahead--employers, parents, teachers, and especially all those who want to maximize their strengths and succeed.

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Acknowledgments

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## About the Author

ROBERT J. STERNBERG, a 1972 Phi Beta Kappa graduate of Yale, got his Ph.D. in 1975 from Stanford University. He is now IBM Professor of Psychology and Education in the Department of Psychology at Yale University. A fellow of the American Academy of Arts and Sciences and a member of the American Association for the Advancement of Science, the American Psychological Association, and the American Psychological Society, he was recognized by *Science Digest* as one of the one hundred top young scientists in the United States, and by the *Esquire Register of Distinguished Individuals Under Forty*. He is the recipient of numerous grants and awards, and has written more than

forty books and more than five hundred articles and research papers. He lives in Hamden, Connecticut.

-- From the Publisher

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