Understanding Creativity. Edition No. 1

Description: What is the creative thinking process? Can we enhance individual creative thinking? Can we encourage greater creativity in groups and society? Do creative thinking techniques work, and if so why? How does our existing knowledge influence our ability to be creative?

There are few processes that are more important for us to understand than the creative process yet it remains an area of surprisingly limited research with many unanswered questions. These questions need answering. A decade of research, reviews of the work of the leading academic minds in the field, and extensive new findings from some of the largest multinational advertising agencies has gone into answering these key questions. The results are clear. The creative thinking process can be understood and individual creativity enhanced. The process, while often random, is not mystical and we can use the understanding provided in this book to improve and enhance creativity in everyone.


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