



Creativity: Theories and Themes: Research, Development, and Practice

By Mark A. Runco

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An integrative introduction to the theories and themes in research on creativity, this book is both a reference work and text for courses in this burgeoning area of research. The book begins with a discussion of the theories of creativity (Person, Product, Process, Place), the general question of whether creativity is influenced by nature or nurture, what research has indicated of the personality and style of creative individuals from a personality analysis standpoint, how social context affects creativity, and then coverage of issues like gender differences, whether creativity can be enhanced, if creativity is related to poor mental or physical health, etc.

The book contains boxes covering special interest items including one page biographies of famous creative individuals and activities for a group or individual to test and/or encourage creativity, as well as references to internet sites relating to creativity.

- Breaks down the major theories about creativity but doesn't restrict to a singular perspective
- Includes extensive citations of existing literature
- Textbook features included (i.e., key terms defined)

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Editorial Review

Review

"Mark A. Runco's excellent book *Creativity: Theories and Themes: Research, Development, and Practice* may be one way to bring creativity back into relevance in psychology. This remarkable book clearly sets the stage for those involved in creativity research, for those wanting to get into this interesting and complex area, or simply for those who want an up-to-date volume on the field from one of the leading researchers in the area."

--PsycCritiques (Oct 10, 2007, Vol 52, Release 41, Article 8)

From the Back Cover

Each of the major theoretical perspectives (behavioral, clinical, cognitive, developmental, economic, educational, evolutionary, historical, social, organizational) on creativity is reviewed in this volume. The more important key topics and issues, including those concerning age, sex, and cultural differences, and those dealing with the mad genius and health issues, are also covered. One chapter focuses on enhancement issues, and the last chapter defines creativity and explores how creativity is related to, but distinct from, other important human capacities and behaviors, including invention, innovation, imagination, and adaptability.

This is primarily a textbook. It may, however, also be useful to researchers and practitioners, given the emphasis on scholarly, scientific, and objective research and the theories that are constructed from it. All of the important scholarship on creativity is covered in this volume.

About the Author

Mark Runco has studied creativity and innovation for 35 years. He holds a PhD in Cognitive Psychology and is Professor at the University of Georgia, as well as Distinguished Research Fellow at the American Institute for Behavioral Research and Technology. His PhD is in Cognitive Psychology from the Claremont Graduate School. He also earned his MA and his BA from Claremont. He is founding Editor of the *Creativity Research Journal* and is on the Editorial Board of *Creativity and Innovation Management*, the *Journal of Creative Behavior* and various other academic journals. He is co-editor of the *Encyclopedia of Creativity* (1999, 2011) and in 2015 he collaborated with the International Center for Studies in Creativity to introduce two new academic journals, *Business Creativity* and the *Creative Economy* and the *Journal of Genius and Eminence*.

Dr. Runco was Adjunct Professor at the Norwegian School of Economics and Business Administration and the Torrance Professor and Director of the Torrance Creativity Center at UGA. He is Past President of the American Psychological Association's Division 10.

Dr. Runco has published over 200 articles, chapters, and books on creativity and innovation.

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