



# Creativity 101, Second Edition

*James C. Kaufman PhD*

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## **Creativity 101, Second Edition** James C. Kaufman PhD

What makes us creative? How can organizations, schools, or parents inspire people to be more creative? How do we even start to define the topic in the first place? Now in its second edition, this bestselling introductory text?written by one of the world's leading experts on the psychology of creativity?is completely updated and expanded to reflect the tremendous growth in this field. In a restructured, reader-friendly format, the text surveys the latest theories and research to provide key information about what we know (and don't know) about creativity. It addresses how creativity operates both on individual and on social/environmental levels, how it is defined and measured, and several hot debates in the field, such as creativity's uncertain relationship to mental illness. Grounded in psychological research from clinical, industrial, social, cognitive, evolutionary, and developmental perspectives, this text also draws on classic and current findings from neuroscience, business, education, engineering, and biology.

This much-praised book is an ideal brief and affordable text for courses on creativity in psychology, education, business, and other fields, as well as cross-disciplinary seminars and programs in creativity studies.

### **New to the Second Edition:**

- Completely updated and expanded with new theories and frameworks and including the latest research
- Restructured to enhance flow of information and ease of use
- New coverage of how creativity can be improved at the level of the individual and the environment, measuring creativity, and creativity across cultures

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