

CAMBRIDGE UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

One Liberty Plaza, 20th Floor, New York, NY 10006, USA

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India

79 Anson Road, #06–04/06, Singapore 079906

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of
education, learning, and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781108479400

DOI: 10.1017/9781108785259

© Robert W. Weisberg 2020

This publication is in copyright. Subject to statutory exception
and to the provisions of relevant collective licensing agreements,
no reproduction of any part may take place without the written
permission of Cambridge University Press.

First published 2020

Printed in the United Kingdom by TJ International Ltd, Padstow Cornwall

A catalogue record for this publication is available from the British Library.

Library of Congress Cataloging-in-Publication Data

Names: Weisberg, Robert W., author.

Title: Rethinking creativity : inside-the-box thinking as the basis for innovation / Robert
W. Weisberg, Temple University, Philadelphia.

Description: United Kingdom ; New York : Cambridge University Press, 2020. | Includes
index.

Identifiers: LCCN 2019059906 (print) | LCCN 2019059907 (ebook) | ISBN 9781108479400
(hardback) | ISBN 9781108785259 (ebook)

Subjects: LCSH: Creative ability. | Creative thinking.

Classification: LCC BF408 .W388 2020 (print) | LCC BF408 (ebook) | DDC 153.3/5–dc23

LC record available at <https://lcn.loc.gov/2019059906>

LC ebook record available at <https://lcn.loc.gov/2019059907>

ISBN 978-1-108-47940-0 Hardback

ISBN 978-1-108-74290-0 Paperback

Cambridge University Press has no responsibility for the persistence or accuracy of
URLs for external or third-party internet websites referred to in this publication
and does not guarantee that any content on such websites is, or will remain,
accurate or appropriate.