

Rethinking Creativity

This book presents a new perspective on creativity: that creative innovation depends on inside-of-the-box thinking, not outside-the-box as we all believed. It shows that creativity builds on what we know and how we use old ideas to produce new ones. In a highly readable format, Robert W. Weisberg uses case studies of seminal creative advances, such as Leonardo's aerial screw and Frank Lloyd Wright's *Fallingwater* house. These fascinating examples are evaluated alongside cutting-edge research to present an analysis of creativity that challenges us to think differently about this intriguing cognitive ability.

ROBERT W. WEISBERG is a cognitive psychologist and Professor of Psychology at Temple University in Philadelphia. His areas of interest are creative thinking: the cognitive processes involved in the intentional production of novelty. He has published numerous highly cited papers and books investigating cognitive mechanisms underlying problem-solving and creative thinking.

Cambridge University Press
978-1-108-47940-0 — Rethinking Creativity
Robert W. Weisberg
Frontmatter
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Frontmatter
[More Information](#)

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Inside-the-Box Thinking as the Basis
for Innovation

ROBERT W. WEISBERG
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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

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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://lccn.loc.gov/2019059906>

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

ISBN 978-1-108-47940-0 Hardback

ISBN 978-1-108-74290-0 Paperback

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