

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.

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Rethinking Creativity

Inside-the-Box Thinking as the Basis for Innovation

ROBERT W. WEISBERG
Temple University



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