



Creativity and innovation are frequently mentioned as key skills for career and life success in today's world. This award-winning book brings together some of the world's best thinkers and researchers to offer insights on creativity, innovation, and entrepreneurship.

The new edition features fully updated chapters, including expanded coverage of exciting topics such as group creativity, ethics, development, makerspaces, and lessons from other fields. Educational applications are emphasized throughout.

Creativity is often the spice of life, that little extra something that makes the mundane into the interesting, making our routines into fresh new approaches to our daily lives. With this book's comprehensive and readable approach, you'll be able to understand what creativity truly is (and isn't), how to foster it, and how it relates to intelligence, leadership, personality, and other concepts.

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