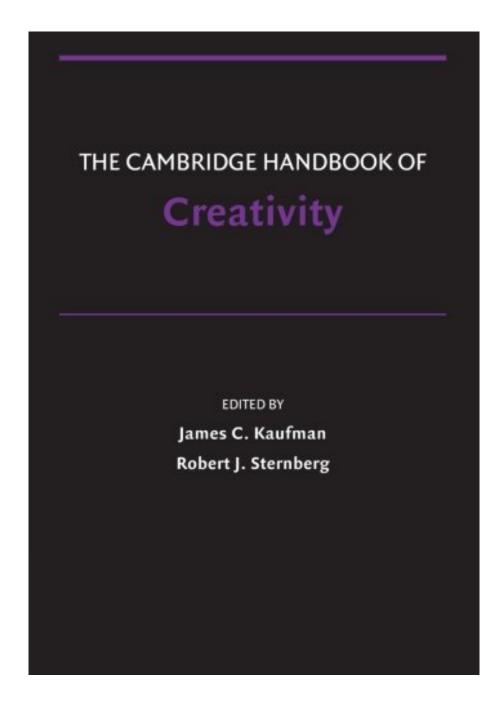


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Review

- "The handbook is an indispensible guide to one of contemporary psychology's most fascinating fields."
- Malcolm Gladwell, staff writer for The New Yorker and author of Outliers: The Story of Success

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- Soon-Mook Lee, Sungkyunkwan University, Korea
- "Name your question: What is creativity? Can it be tested? Are there creative personalities? Can neuroscience explain creativity? This wide-ranging volume offers engaging accounts of what's known and illuminating debates about what's not."
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"....an encyclopedic collection of all the major chunks of knowledge connected to creative behavior.... the contributing authors do a superb job of capturing the coherence and the theoretical and thematic developments of their respective areas.... The Cambridge Handbook is one of three potentially important compendia on creativity to appear in a span of two years.... Overall I would recommend The Cambridge Handbook of Creativity to serious researchers in creativity and anyone who wants to be seriously creative. Psychologists and educators are advised to keep a copy close by."

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About the Author

James C. Kaufman, Ph.D., is a Professor of Psychology at the California State University at San Bernardino, where he directs the Learning Research Institute. Dr Kaufman's research focuses on the nurturance, structure and assessment of creativity. He is the author or editor of more than 200 publications, including 22 books either published or in press. These books include Creativity 101 (2009), Essentials of Creativity Assessment (with Jonathan Plucker and John Baer, 2008) and The International Handbook of Creativity (with Robert J. Sternberg, 2006). His research has been featured on CNN, NPR and the BBC and in the New York Times, the Los Angeles Times and New Yorker. Kaufman is a founding co-editor of the official journal for the American Psychological Association's Division 10, Psychology of Aesthetics, Creativity, and the Arts. He is also the associate editor of Psychological Assessment and the Journal of Creative Behavior, the editor of the International Journal of Creativity and Problem Solving and the series editor of the Psych 101 series. He received the 2003 Daniel E. Berlyne Award from APA's Division 10, the 2008 E. Paul Torrance Award from the National Association of Gifted Children, and the 2009 Early Career Research Award from the Western Psychological Association.

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The Cambridge Handbook of Creativity is a comprehensive scholarly handbook on creativity from the most respected psychologists, researchers, and educators. This handbook serves both as a thorough introduction to the field of creativity and as an invaluable reference and current source of important information. It covers such diverse topics as the brain, education, business, and world cultures. The first section, "Basic Concepts," is designed to introduce readers to both the history of and key concepts in the field of creativity. The next section, "Diverse Perspectives of Creativity," contains chapters on the many ways of approaching creativity. Several of these approaches, such as the functional, evolutionary, and neuroscientific approaches, have been invented or greatly reconceptualized in the last decade. The third section, "Contemporary Debates," highlights ongoing topics that still inspire discussion. Finally, the editors summarize and discuss important concepts from the book and look to what lies ahead.

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COVERS WELL NARROW GROUND

By Yehezkel Dror

Creativity may well be the most important phenomenon in human history and the most interesting process of the mind. Therefore, one could expect a comprehensive handbook on creativity to provide insights into the nature of social and individual creativity, or explain why such insights are missing. This is not done in the 489 dense pages of the book. Instead, well covered are creativity and education, with emphasis on research methods and empiric findings based mainly of study of pupils and students. Also marginally included are some discussions on creativity at the work place and on individuals with peak creativity.

But main issues are not taken up. Nothing on periods of peak social creativity, such as the golden age of Athens, the scientific and industrial revolution, and avant-garde art. Nothing on value changes, such as on slavery and human rights. And, while phases of creativity are discussed, such as incubation and ideation, nothing in the book provides a clue to the core processes of the mind producing in some persons radically new ideas.

All these non-findings are not really surprising. Understanding deep processes of the mind may require a higher-order mind. And the study of history and the social sciences have provided only partial conjecture on macro-changes related to leaps in creativity. But, if unable to provide insights into such crucial issues of creativity, the handbook should have explicitly discussed what is unknown and perhaps unknowable and be much more humble on what it covers.

To be added are lacunae on what is taken up in the book. Thus, nearly no convincing findings are provided on correlation between efforts to stimulate creativity of pupils and later life achievements. And, quite amazingly, the potentials of cyber-sphere for providing space, stimulation and scope for creativity do not receive due attention, despite their obvious importance for the young.

All this critique does not reduce the utility of the handbook and its high-quality chapters as a convenient summing up of what little is known on creativity. And the concluding chapter 24 does open up wider vistas. Still, taking into account that radical socio-political mega-creativity is urgently needed for coping with novel challenges facing the human species, the book demonstrates that the study of creativity itself urgently needs itself a quantum-leap in creativity.

Professor Yehezkel Dror

The Hebrew University of Jerusalem

6 of 8 people found the following review helpful.

A Clunker of a Book, But Full of Invaluable Information

By Pepper

You're in for a heavy read- this IS a textbook- but if you're looking for a valuable source of information on creativity, definitely add this book to your collection.

2 of 3 people found the following review helpful.

Perfect for those trying to understand creativity from a more ...

By David Kunsch

Perfect for those trying to understand creativity from a more technical or academic perspective. There are a very wide range of topics that touch upon all aspects of the subject - well done!

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