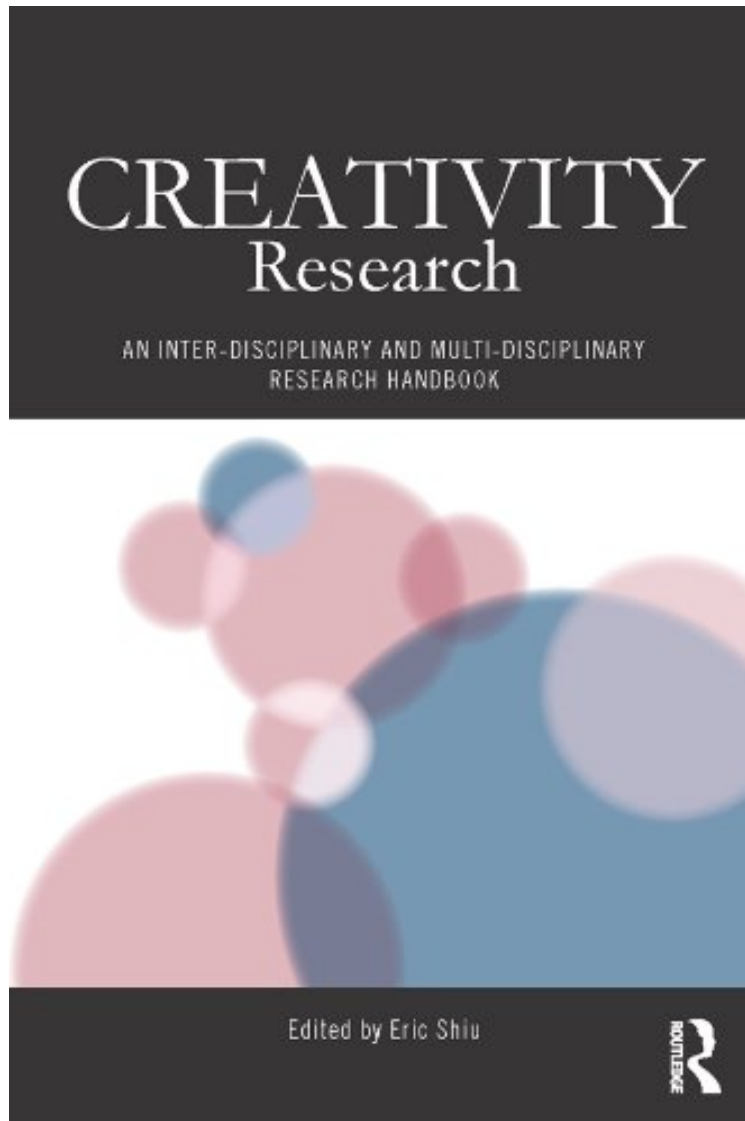


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Compared to its 'cousin' innovation, academic research on creativity has been less well covered in journals and books. This is despite the fact that creativity has a profound role in many different subject disciplines. This book is a unique collection of some of the latest research from a range of leading creativity researchers. Providing a clear understanding of the main concepts, this book: Introduces creativity from an interdisciplinary perspective Discusses the environmental determinants of creativity development Explores creativity research in the differing disciplines of business, music and education Creativity Research will be of interest and importance to researchers across a variety of subject disciplines, as well as students and practitioners of creativity, innovation and organizational behaviour, amongst others.

Eric Shiu has assembled an impressive group of international scholars to review recent research on creativity. The contributions from different disciplinary standpoints not only evaluate critically the state of current knowledge but also point to where research is needed to fill gaps in that knowledge. John A. Dawson, Professor Emeritus, University of Edinburgh, UK Scientific interest in creativity and innovation is steadily on the increase. Creativity Research reflects the interdisciplinary nature of this dynamic field by covering the latest findings of creativity researchers with a wide range of backgrounds and approaches. A very valuable handbook with many excellent contributions. Fredrik Ullen, Professor, Karolinska Institute, Sweden This handbook provides a unique and brilliant collection of papers addressing creativity through many different views and methods. It may serve to make educators and human resource practitioners better aware of the progress of research on creativity and of its potential contributions to promote individuals' wellbeing and the better functioning of organizations. Gian Vittorio Caprara, Professor, Sapienza University of Rome, Italy About the Author Eric Shiu is Lecturer in Marketing at Birmingham University, UK. He specializes in the research and teaching of marketing in general and innovation and creativity in particular. He has published widely in quality journals such as Technovation, Journal of Marketing Management, Service Industries Journal and Journal of Small Business and Enterprise Development