



Creativity, Second Edition: Theories and Themes: Research, Development, and Practice

By Mark A. Runco

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An integrative introduction to the theories and themes in research on creativity, the second edition of *Creativity* is both a reference work and text for courses in this burgeoning area of research. The book begins with a discussion of the theories of creativity (Person, Product, Process, Place), the general question of whether creativity is influenced by nature or nurture, what research has indicated of the personality and style of creative individuals from a personality analysis standpoint, and how social context affects creativity. This wide-ranging work then proceeds to coverage of issues such as gender differences, whether creativity can be enhanced, if creativity is related to poor mental or physical health, and much more.

The book contains boxes covering special interest items, including one-page biographies of famous creative individuals, and activities for a group or individual to test or encourage creativity, as well as references to Internet sites relating to creativity.

- Includes all major theories and perspectives on creativity
- Consolidates recent research into a single source
- Includes key terms defined and text boxes with interesting related material
- Single authored for clarity and consistency of presentation

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Editorial Review

About the Author

Mark Runco has studied creativity and innovation for 35 years. He holds a PhD in Cognitive Psychology and is Professor at the University of Georgia, as well as Distinguished Research Fellow at the American Institute for Behavioral Research and Technology. His PhD is in Cognitive Psychology from the Claremont Graduate School. He also earned his MA and his BA from Claremont. He is founding Editor of the Creativity Research Journal and is on the Editorial Board of Creativity and Innovation Management, the Journal of Creative Behavior and various other academic journals. He is co-editor of the Encyclopedia of Creativity (1999, 2011) and in 2015 he collaborated with the International Center for Studies in Creativity to introduce two new academic journals, Business Creativity and the Creative Economy and the Journal of Genius and Eminence.

Dr. Runco was Adjunct Professor at the Norwegian School of Economics and Business Administration and the Torrance Professor and Director of the Torrance Creativity Center at UGA. He is Past President of the American Psychological Association's Division 10.

Dr. Runco has published over 200 articles, chapters, and books on creativity and innovation.

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