

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

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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