



# Explaining Creativity: The Science of Human Innovation

*R. Keith Sawyer*

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# Explaining Creativity: The Science of Human Innovation

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## **Explaining Creativity: The Science of Human Innovation** R. Keith Sawyer

Explaining Creativity is an accessible introduction to the latest scientific research on creativity. The book summarizes and integrates a broad range of research in psychology and related scientific fields. In the last 40 years, psychologists, anthropologists, and sociologists have devoted increased attention to creativity; we now know more about creativity than at any point in history. Explaining Creativity considers not only arts like painting and writing, but also science, stage performance, business innovation, and creativity in everyday life.

Sawyer's approach is interdisciplinary. In addition to examining psychological studies on creativity, he draws on anthropologists' research on creativity in non-Western cultures, sociologists' research on the situations, contexts, and networks of creative activity, and cognitive neuroscientists' studies of the brain. He moves beyond the individual to consider the social and cultural contexts of creativity, including the role of collaboration in the creative process.

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