



# **Creativity and Entrepreneurship: Changing Currents in Education and Public Life**

*Lynn Book, David P. Phillips*

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*'Creativity and Entrepreneurship speaks to an experiment in which we are all today participating - in academia, in research, in commercial enterprise and in culture. Moving beyond traditional borders, sometimes because we must and other times simply because we can, we have the chance to learn, to discover, and occasionally to reinvent the world. We have not quite created a language for all of this, a perfectly rational way of articulating what it means to think and act and collaborate beyond borders, and that may be worth a little celebration. Certainly it makes this book that Lynn Book and David Phillips have brought to us, fresh, original, and absolutely worth reading.'*

- David Edwards, Harvard University, US

*'In recent years, we've seen a proliferation of 'support tools' for thinking, decision-making, learning, creativity, collaboration, and performance. Creativity and Entrepreneurship launches discussions toward a much-needed synthesis. Wake Forest University's implementation of entrepreneurship theory and action beyond and despite disciplinary borders provides a richly networked context to foment the discussions. The provocative essays in this collection will cast a new a set of tools to make us sing and help us thrive.'*

- Carol Strohecker, UNC School of the Arts, Winston-Salem State University and the Center for for Design Innovation, US

*'This is a timely book that establishes the imperative for advancing creativity and entrepreneurship in the 21st century, not just for economic development, but more importantly, for social and moral growth. The book demonstrates the transformative possibilities of embedding creative practice and interdisciplinary exploration in our schools, businesses, and communities. But, the authors also acknowledge the institutional challenges and constraints that often stand in the way of creative entrepreneurs. With a clarion call for better research and more sophisticated theories, Creativity and Entrepreneurship suggests we might be able to make radical changes in some of our most crucial public arenas - education, medicine, politics and more.'*

- Steven J. Tepper, Vanderbilt University, US

While creativity and entrepreneurship may appear to be unlikely allies, they are increasingly intersecting to produce economic and social value in new and exciting ways. This groundbreaking volume examines how creativity and entrepreneurship can be used in conjunction to foster positive change and innovation, particularly in areas such as higher education and sustainable global development.

The essays in this volume discuss the ways in which creativity and entrepreneurship challenge and disrupt conventional structures and effect positive transformations in people, institutions, cultures and societies. The contributors hail from a variety of backgrounds - including academia, business, the arts and sciences and public policy - and offer a wealth of interdisciplinary perspectives and new ways of thinking about creative and entrepreneurial processes. In addition to its lucid and comprehensive discussion of current issues in the field, this book also offers insightful education and policy recommendations for developing and fostering future collaboration between creative and entrepreneurial enterprises in both theoretical and practical contexts.

Students, professors, researchers and policymakers in a variety of creative and business-related fields will

find much of interest in this innovative and diverse volume.

**Contributors include:** M. Abrahams, B. Altringer, G. Batson, L. Book, L. Bresler, K. Daum, M. Durkee, P. Essl, D.W. Godwin, S. Hayasaka, H. LaMoreaux, P. Laurienti, D.P. Phillips, L. Rego, C.D. Roark, M. Root-Bernstein, M.S. Sarow, S. Sherman, J. Stapleton-Kotloski, B.E. Stuart, W. Wiggins, A.S. Yang

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#### **Loretta Pena:**

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