



Creativity in Engineering: Novel Solutions to Complex Problems (Explorations in Creativity Research)

David H Cropley

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Creativity is like an iceberg - the resulting new idea, or novel solution is only 10% of the effort. The other 90% is the complex interplay of thinking skills and strategies, personal and motivational properties that activate these skills and strategies, and the social and organizational factors of the environment that influence the creative process. *Creativity in Engineering* focuses on the Process, Person, Product, and Place to understand when and why creativity happens in the engineering environment and how it can be further encouraged.

Special Features:

- Applies findings in creativity research to the engineering arena
 - Defines engineering creativity and differentiates it from innovation
 - Discusses personality and motivational factors that impact creativity
 - Clarifies the role of creativity in the design process
 - Details the impact of thinking skills and strategies in creativity
 - Identifies the role the organization and environment plays in encouraging creativity
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- Discusses the 4P's of Creativity: Person, Product, Process, and Place
 - Provides tactics and tools that will help users foster creativity in engineering environments
 - Identifies how creativity results in innovative new solutions to problems
 - Applies creativity research and knowledge to the engineering space

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