

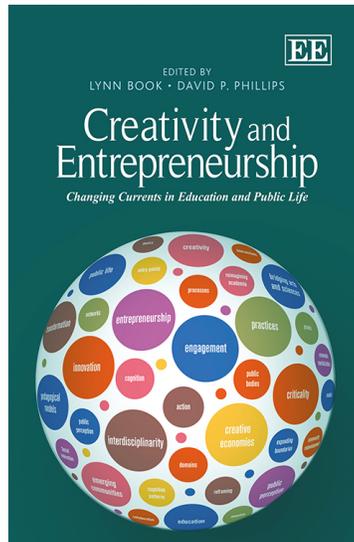


Creativity and Entrepreneurship

Changing Currents in Education and Public Life

Edited by Lynn Book, Associate Director, Program for Innovation, Creativity and Entrepreneurship and Senior Lecturer, Department of Theatre and Dance and David P. Phillips, Associate Professor of Interdisciplinary Humanities, Women's and Gender Studies and Japanese Studies, Wake Forest 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.



'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

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