

## THE SPIRIT OF CREATIVITY

### Basic Mechanisms of Creative Achievements

#### Main theses of the book

Creativity is a self-similar process whose basic mechanisms operate in all spheres of human creativity.

The creative process consists of 4 major stages:

S<sub>1</sub> = interaction of chaos and order

S<sub>2</sub> = creative production - consists of 7 phases (from germination to self-evaluation)

S<sub>3</sub> = cultural selection

S<sub>4</sub> = cultural evolution

Each proposition is richly illustrated with concrete examples of extraordinary accomplishments throughout history, in every possible field and in various cultures. The chapter on cultural evolution describes the impact of three, historic key factors on the emergence of the European Renaissance:

- the medieval Muslim cultures
- the Mongol Empire
- the Silk Road

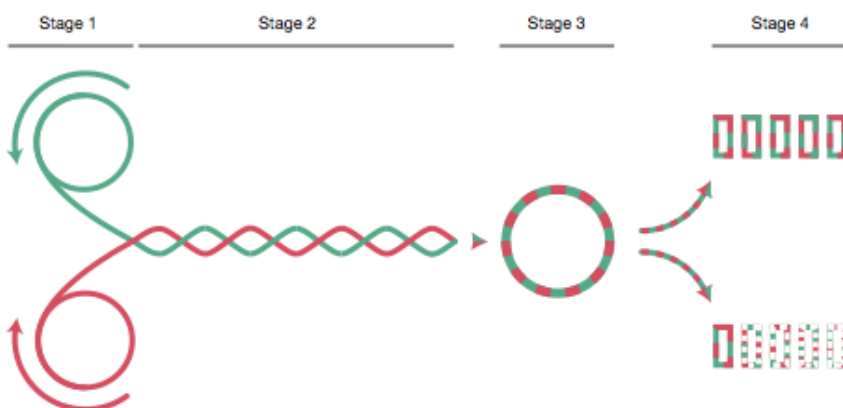
#### The Main Topics

Regarding traditional creativity research:

- precise definitions of basic terms
- coherent Systems Theory of the creative process
- visual model of basic mechanisms

#### The Creative Process

© Gottlieb GUNTERN



## Potential Readers

Whoever is interested in understanding creativity and/or is looking for sources of inspiration. The book is a must for universities, business schools and high schools – teachers and students alike – who seek to stimulate creativity in themselves and others. An asset to every home's personal library, it will inspire parents to give their children optimum opportunities for developing their creative potentials.

The book is also particularly recommended for business and law students and political leaders at all levels.

