INTRODUCTION: At the Tipping Point
Peter A. Gloor

in Swarm Creativity: Competitive Advantage through Collaborative Innovation Networks

This introductory chapter offers a general definition of Collaborative Innovation Networks (COINs), lays out the motivation for why they matter to businesses, and presents the organization of the book. It also tells the story of how the World Wide Web evolved from the original visionary idea in the 1940s of linking information together electronically. This story introduces the concepts of swarm creativity, innovation, collaboration, and communication.

Magic and the Mind
Eugene Subbotsky

In children, magical thinking has traditionally been viewed as an immature form of thinking that is destined to diminish with age. With some exceptions, the study of magical thinking and magical beliefs in adults has mostly remained on the fringes of psychology, along with the study of such topics as superstitions, anomalous beliefs, and parapsychology. In this book, I argue that the role of magical thinking in child development and in adult life should be reconsidered. In children, magical thinking is an important part of cognitive development. In adults, magical thinking and magical beliefs assist individuals as they struggle with situations that are beyond rational control. There is evidence that suggestive techniques used in politics, commercial advertising, and psychotherapies target magical thinking and magical beliefs. In this
book, the mechanisms and development of magical thinking and beliefs throughout the lifespan are discussed.

Soft Innovation
Paul Stoneman

At its heart this book is about innovation and the innovation process. On the way, it considers culture and the cultural industries, aesthetics, creativity and the creative industries, and a number of other similar areas of study, but the common point of interest is innovation. One main purpose of the book is to argue that there is a type of innovation, here labelled soft innovation, primarily concerned with changes in products (and perhaps processes) of an aesthetic or intellectual nature, that has largely been ignored in the study of innovation prevalent in economics. Examples of innovations that, as a result of this refocusing, are here placed at the centre of the analysis, include the writing and publishing of a new book; the writing, production, and launching of a new movie/film; the development and launch of a new advertising promotion; the design and production of a new range of furniture; and architectural activity in the generation of new-built form designs. The realisation of the existence of soft innovation means that not only is innovation more widespread than previously thought, but may also take a different form than commonly considered. The book has three parts. Part 1 is concerned with attempts to define and measure the extent and nature of soft innovation, with Chapter 1 introducing and overviewing the whole. Part 2 of the book is directed towards the economic analysis of soft innovation. Part 3 of the book is concerned with impacts and implications.

Introduction
Paul Stoneman

This chapter provides both an introduction to the book and an overview of the following chapters. It introduces the type of innovation called soft innovation, primarily concerned with changes in products of an aesthetic
or intellectual nature. It considers culture and the cultural industries, aesthetics, creativity and the creative industries.

Community, Economic Creativity, and Organization
Ash Amin and Joanne Roberts (eds)
Published in print: 2008 Published Online: January 2009

It has long been an interest of researchers in economics, sociology, organization studies, and economic geography to understand how firms innovate. Most recently, this interest has begun to examine the micro-processes of work and organization that sustain social creativity, emphasizing the learning and knowing through action when social actors and technologies come together in ‘communities of practice’; everyday interactions of common purpose and mutual obligation. These communities are said to spark both incremental and radical innovation. This book examines the concept of communities of practice and its applications in different spatial, organizational, and creative settings. Chapters examine the development of the concept, the link between situated practice and different types of creative outcome, the interface between spatial and relational proximity, and the organizational demands of learning and knowing through communities of practice. More widely, the chapters examine the compatibility between markets, knowledge capitalism, and community; seemingly in conflict with each other, but discursively not.

The Architecture of the Mind
Peter Carruthers
Published in print: 2006 Published Online: January 2007

This book is a comprehensive development and defence of one of the guiding assumptions of evolutionary psychology: that the human mind is composed of a large number of semi-independent modules. One goal is to argue for massive cognitive modularity. Another is to show that the approach has the resources to explain the distinctive powers of the human mind. A third goal is to show how the various components of the mind are likely to be linked and interact with one another. The book outlines and defends the basic framework of a perception/belief/desire/planning/motor-control architecture (which is common to all animal cognition), embedded within which is a distinctively human language
faculty. The flexibility and creativity of the human mind (together with its characteristic capacities for science and sophisticated forms of planning) are then explained as utilizing mental rehearsal of actions (including inner speech), with the results being globally broadcast to the full range of central modules.

Critical Aesthetics and Postmodernism
Paul Crowther

Considerable controversy has raged around the question of postmodern culture and its products. This book attempts to overcome some of the antagonistic viewpoints involved by developing themes from the work of Kant, Benjamin, and Merleau-Ponty in the context of themes from contemporary culture. Attention is paid to such topics as the relation between art and politics, the problematics of poststructuralist and feminist approaches to art, the emergence and re-emergence of theories of the sublime, and the continuing possibility of artistic creativity. The central theme is that there are experiential constants around which art and philosophy constellate. At the same time, however, due account must be given of the ways in which such constants are historically mediated. By articulating various aspects of this relation, it is shown how postmodern sensibility can be more than that of an alienated consumerism. Understood in the proper theoretical context, it is grounded on experiences and artefacts that humanize.

Introduction
Andrea M. Herrmann

This introductory chapter gives an outline of the book. It develops the theoretical framework by combining insights from classical trade theory, the market-based view of strategic management studies, theories on national innovation systems, and the literature on varieties of capitalism. Interestingly, all these strands of the competitiveness literature agree in their expectation that firms within the same economy will respond
to increasing competitive pressure by exploiting the comparative advantages of national institutions as they specialize in the facilitated competitive strategies. The chapter then presents the analytical approach and illustrates why a comparison of pharmaceutical firms in Germany, Italy, and the UK is particularly helpful for understanding how firms cope with increasing competitiveness. Since an initial comparison casts doubt on the specialization theory of the competitiveness literature, the chapter introduces the research question addressed throughout the book: how can firms compete despite comparative institutional disadvantages? It concludes with an overview of the findings obtained on functional institutional equivalents and links them back to theoretical debates on regional networks, strategic management views, and entrepreneurial creativity.

**The Resurgence of Community in Economic Thought and Practice**

Ash Amin and Joanne Roberts

Published in print: 2008 Published Online: January 2009


The chapter frames the book by examining the relationship between community, economic creativity, and knowledge capitalism, focusing especially on why a new discourse of organization by community has emerged. It begins by explaining why capitalism and community are compatible, going on to examine how ‘community’ as a keyword of the knowledge economy is beginning to shape corporate practice. The chapter then offers a critical reading of contemporary interest in ‘communities of practice’, arguing that diverse types of situated practice generative of different types of learning and knowing should not be reduced to the language of community. Finally, the chapter explores the organizational implications of an economy valuing situated practice, forcing the recombinance of decentred effort and the cultivation of anticipatory knowledge.

**Managing creativity and control of knowledge workers 1**

Clair Brown

Published in print: 2006 Published Online: September 2007


This chapter looks at the HRM (human resource management) and knowledge system dimensions of open innovation, highlighting the rising importance of externally-derived knowledge. It establishes a link between the internal-external orientation of HRM systems and the type of external knowledge accessed. Internally/externally-oriented HRM systems are associated with public/private external knowledge, respectively. The latter type of knowledge tends to be closer to the cutting edge, as it takes time to codify knowledge. Once again, this analysis points to difficulties Japanese companies face in participating in global knowledge networks. However, it also points to tradeoffs between support for individual creativity on the one hand, and team work and control on the other.

Scriptural Exegesis
Deborah A. Green and Laura S. Lieber (eds)

Published in print: 2009 Published Online: May 2009

This book gathers voices from an international community of scholars to consider the many facets of the history of biblical interpretation and to question how exegesis shapes spiritual and cultural creativity. Divided into four broadly chronological sections that chart a variety of approaches from ancient to modern times, the chapters examine texts and problems rooted in the ancient world yet still of concern today. Eighteen chapters incorporate the expertise of contributors from a diverse range of disciplines, including ancient religion, philosophy, mysticism, and folklore. Each embraces the challenge of explicating complex and often esoteric writings in light of Michael Fishbane's groundbreaking work in exegesis.

‘Microbursts’ of knowledge and creative work in Japan 1
Philippe Byosiere

in Recovering from Success: Innovation and Technology Management in Japan

Published in print: 2006 Published Online: September 2007

This chapter explores the challenge of unleashing individual creativity in large corporations by examining the environment and incentives of R&D
researchers. Considerable tension is found in the relationship between the individual researcher and the firm, especially over special rewards given to successful research results and research expenses available to researchers. Deeper causes, however, flow from the fracturing of the sense of community brought on by corporate restructurings. Finally, it is noted that researchers see risk avoidance by their superiors as the major obstacle to doing creative work, the result of the shift by Japanese firms from being aggressive challengers in the postwar period through the 1980s is to become defenders of existing assets.

Selected Cognitive and Affective Strengths
Fred Luthans, Carolyn M. Youssef, and Bruce J. Avolio

in Psychological Capital: Developing the Human Competitive Edge

This chapter examines the potentially best fitting cognitive and affective positive capacities for being included in the future. Specifically, cognitively-oriented creativity and wisdom, and the affective, emotionally-oriented positive strengths of subjective well-being, flow, and humor are selected. Each of these potential psychological capital (PsyCap) capacities is analyzed in terms of the criteria of valid measurement, development, and performance impact. Except for empirically demonstrating performance impact in the workplace, these are judged to generally meet the PsyCap inclusion criteria. The concluding section notes some needed future research for these cognitive and affective positive capacities to more fully meet the PsyCap criteria.

Force of Art
Carl A. Raschke

in Force of God: Political Theology and the Crisis of Liberal Democracy

The difference between “value of origin” and “origin of value”—is what philosophy as genealogy seeks to discern and in the process opens up an interval at a site of experience that is neither conceptual nor purely “aesthetic.” We may call this interval the space of the experience.
of art, which allows us to intuit both the force that gives rise to the experience and the event of its formation that illumines in its plasticity. But in recognizing this moment of valuation, genealogy goes even one step further. It arrives at the threshold of establishing how force sets in motion the kind of complex value structures and value assemblages that inform the collective life of humanity. In short, it seeks to ascertain the force that constitutes the political.

COMPOSER, CRITIC, AND THE PROBLEM OF CREATIVITY
Kevin C. Karnes

in Music, Criticism, and the Challenge of History: Shaping Modern Musical Thought in Late Nineteenth Century Vienna
Published in print: 2008 Published Online: September 2008
Item type: chapter

This chapter argues that Schenker, despite his misgivings about positivist scholarship, appreciated its promise with respect to the study of the creative process. In his earliest essays, he had toyed with an array of speculative theories of artistic creativity indebted to Wagner, E. T. A. Hoffmann, and a host of Romantic writers. Sometime around 1895, however, he made a radical turn, disavowing all speculative approaches to the subject and lobbying his readers to assume a self-consciously realistic and empirical perspective by considering only those insights into the compositional act provided by the sketches and reminiscences of practicing composers. This new emphasis in Schenker's writings made clear his newly found sympathies with the positivist spirit famously exemplified in Gustav Nottebohm's studies of Beethoven's sketchbooks. However, this empiricist strain of thought was fleeting; within a decade, Schenker would disavow it and again embrace a purely metaphysical notion of the creative mind.

Interactive audio design
Pamela Burnard

in Musical Creativities in Practice
Published in print: 2012 Published Online: May 2012
Item type: chapter

This chapter investigates an understanding of user-generated and collective creativities, which are related to how audio designers work
with musicians. It presents accounts of two audio designers who create video game soundtracks and music scores for well-known computer games. This helps show how the many forms of creativity co-exist in their work, as well as its interplay between individual and social creativities.

The Strategy of Ecological Spirituality
Willis Jenkins

in Ecologies of Grace: Environmental Ethics and Christian Theology
Published in print: 2008 Published Online: May 2008
Publisher: Oxford University Press
Item type: chapter

This chapter uses the rubric of ecological spiritualities to gather together proposals united by their appropriation of deification themes, where communion with creation becomes part of union with God. It argues that theological variety proliferates within a so-called “strategy of ecological spirituality”, but its approaches share a common practical rationale: each makes environmental issues matter for Christian experience by appealing to the ecological dimensions of fully Christian personhood. Underlying creation's integrity and faithful stewardship (the other two strategies), say theorists, there is a radical relation of personhood and environment. Environmental lament and redress begin from a primary spiritual communion of humanity and earth, assumed into personal experience with God. As they describe how grace can heal that communion, restoring ecological dimensions to personhood as humans become closer to God, approaches within this strategy draw on a background pattern of grace as deification. The strategy illuminates the way of the world into divine participation, as it describes the cosmic significance of personal communion. Used more and less intensively, the deification pattern shapes multiple theologies that deploy cosmology and anthropology to diagnose and practically address environmental issues.

Buddhist Romanticism: Art, Spontaneity, and the Wellsprings of Nature
David L. McMahan

in The Making of Buddhist Modernism
Published in print: 2009 Published Online: January 2009
Publisher: Oxford University Press
DOI: 10.1093/acprof:oso/9780195183276.003.0005
Item type: chapter
This chapter investigates the articulation of Buddhism in terms of Romanticism and Transcendentalism by examining how Buddhism has come to be conceived as having a special link to art and creativity. D. T. Suzuki, a key figure in this conception, amalgamated German idealist and American Transcendentalist cosmological concepts with Buddhist ones and presented the Japanese poets, Zen monks, and samurai warriors as deeply and religiously attentive to nature in ways similar to the English Romantics and American Transcendentalists. His conception of spiritual freedom as a spontaneous, emancipatory consciousness that transcends rational intellect and social convention drew heavily on these figures. The idea caught on with other influential figures like Lama Govinda and Sangharakshita and has inspired a plethora of popular books, as well as programs in meditation and creativity in monasteries and universities.

Thinking Like a Transfigured Mountain
Willis Jenkins

in Ecologies of Grace: Environmental Ethics and Christian Theology
Published in print: 2008 Published Online: May 2008
Item type: chapter

This chapter focuses on Sergei Bulgakov's wisdom ecology. It argues that for the ethical strategy of ecological spirituality, Bulgakov demonstrates the possibility of making a theological place for creativity. Moreover, by making that place directly within his account of deifying grace, he helps contemporary ethicists work out the connection between their patterns of ecological personhood and their practical models of creativity.

Television Dramatic Dialogue
Kay Richardson

Published in print: 2010 Published Online: May 2010
Item type: book

When we watch and listen to actors speaking lines that have been written by someone else, a common experience if we watch any television at all, the illusion of “people talking” is strong. These characters are people like us—or else the illusion would not work—but they are also different, products of a dramatic imagination, and the talk they exchange is also not quite like ours either. This book examines, from an applied sociolinguistic perspective, and with reference
to television, the particular kind of “artificial” talk that we know as
dialogue: onscreen/on-mike talk delivered by characters as part of
dramatic storytelling in a range of fictional and nonfictional TV genres.
As well as trying to identify the place that this kind of language occupies
in sociolinguistic space, it seeks to understand the conditions of its
production by screenwriters and the conditions of its reception by
audiences, and offers two case studies, one British (Life on Mars) and one
American (House).