

NEW BOOK INFORMATION

Cognitive psychology / Consciousness research / Philosophy / Theoretical literature & literary studies



Creative Confluence

Johan F. Hoorn

VU University Amsterdam

Creative Confluence is a highly original work, building bridges between physics, biology, technology, economy, organizations, neuropsychology, literature, arts, and cultural history. It is an attempt to explain the process of creativity as a universal principle of nature, cutting through the composition of atoms as well as human design of novel combinations. *Creative Confluence* is yet another impressive book and a sequel to *Epistemics of the Virtual*, indicating that perception and imagination operate in close contact. In a clear and light tone, the work holds that rational problem-solving strategies are most relevant in deterministic problem spaces whereas creativity is pertinent in more probabilistic situations. Theories of creativity and innovation are explored by means of computer simulations. Conditionals that favor creativity such as diversity, tolerance, and openness are discussed, forwarding a compelling vision of creative leadership.

[Linguistic Approaches to Literature, 16] 2014. xv, 320 pp.

HB 978 90 272 3405 6 EUR 105.00
E-BOOK 978 90 272 7057 3 EUR 105.00

Table of contents

Introduction
Chapter 1. Confluence
Chapter 2. Two world views
Chapter 3. Problem solving
Chapter 4. The creative process
Chapter 5. The Creative Sigmoid
Chapter 6. Conditions of creativity
Chapter 7. Creation: The virtuality of epistemics
Make - Take
References
List of referenced figures
Index

“Unlike the regular ticking of a clock, humanity’s progress occurs in leaps and bounds. This is often put down to the erratic nature of our creativity. But what if creativity isn’t as disordered as we think? Perhaps there are subtle underlying patterns in our creative behavior waiting to be understood. Discovering the key to creativity could revolutionize virtually all aspects of society – from the way we encourage our children to think through to the way billion dollar industries are run. Johan Hoorn takes on this highly topical question in this entertaining and educational book. Hoorn is an interdisciplinary thinker and his refreshingly broad scope drives this book. He is well known for assembling international experts from diverse fields, placing them outside of their intellectual comfort zones and exploring the new ideas that flow. Rather than simply cataloguing the different concepts from the humanities, social sciences and the sciences, he grapples with their meaning to establish a confluence of ideas. This makes the book an essential read for those who want to replace vague notions of creativity with a framework that humanity can build on.”

Richard Taylor, Professor of Physics,
Psychology and Art, University of Oregon

“This book is not for the faint of heart or mind. Hoorn almost dares us to follow him in his exploration of a world between determinism and free will – his unique world of creativity. Drawing upon an incredible range of disciplines, he journeys over the vastness of time and space, from the chaos of the Big Bang to the flowering of human creativity in our world today. Surprisingly, Hoorn’s vision of the creative process recapitulates the primal chaos, now played out in the microcosm of the human mind. If you dare to let yourself go with Hoorn, prepare yourself for a revelation.”

Arthur P. Molella, Director of the Smithsonian’s Lemelson
Center for the Study of Invention and Innovation

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