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In Defying the Crowd, world-renowned psychologist Robert

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Sternberg, with the assistance of Todd Lubart, presents a fresh and compelling picture of the creative process from the inception of an idea...

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Defying the crowd, written together with Todd Lubart, is about creativity. The book compares achieving creative success to achieving financial success as an investor. I think, the central idea of the book is reflected in the following quote: "In the realm of ideas, a person who buys low, metaphorically, is willing to generate and promote ideas that are novel and even strange and out of fashion.

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success. . . . With . . . examples from business, education, politics, and the arts, Sternberg reveals the intuitive method the creative person employs to predict early on which ideas and products will gain popularity and how that person ...

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these facts, are that it takes time to be creative and innovative. Robert Sternberg & Todd Lubart wrote a book in 1995 called Defying the Crowd: Cultivating Creativity in a Culture of Conformity. The book specifically takes aim at statements like, "I am just not very creative." Creativity is not innate. Rather creativity involves leveraging our

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Creative individuals, by their nature, tend to defy the crowd. They resist merely thinking or doing what others are thinking or doing. Rather, they tend to go off in their own direction, seeking to propose ideas that are both novel and useful in some way.

**Creativity — Robert J. Sternberg**

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An unstartling assessment of the nature and value of creativity in a society that strives—consciously and subconsciously—to squelch it. Sternberg (Psychology and Education/Yale Univ.; Love the Way You Want It, 1991, etc.) and researcher Lubart make a case for how the creative person can “buy low and sell high”: With determination and foresight, they contend, one can develop an unpopular ...

**DEFYING THE CROWD by Robert J. Sternberg , Todd I. Lubart ...**

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Defying the Crowd: Cultivating Creativity in a Culture of Conformity. 1995. Stokes, Patricia D. Creativity from Constraints: The Psychology of Breakthrough. New York: Springer Publishing, 2006. Storr, Anthony. The Dynamics of Creation. New York: Ballantine Books, 1972. Wallas, Graham. The Art of Thought. New York: Harcourt, Brace, 1926. Wertheimer, Max.

## **Creativity and Imagination - DePaul University**

In this report, creativity is explored and defined in regards to novelty and appropriateness, and the thought mechanisms

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behind creativity are investigated. Personality traits of  
psychoticism and intelligence are discussed in regards to  
creativity, and intelligence is thought to be the main  
characteristic for creativity. ... Defying the crowd ...

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