Goorha / Potts

Creativity and Innovation

A New Theory of Ideas



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The theory proposed shows how new ideas emerge from contexts that rely on mechanisms, which were originally built on older and more central ideas. It demonstrates how these mechanisms help instantiate different perspectives on the same idea in variegated manners. By applying their theory to a variety of bat and ball sports, the authors illustrate the role that primitive ideas have on sports innovation, and explore further avenues for employing the theory ina number of different situations. This original book will be of interest to anyone who wishes to gain a deeper understanding of the processes of innovation and creativity, developed within a complex framework of ideas.

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