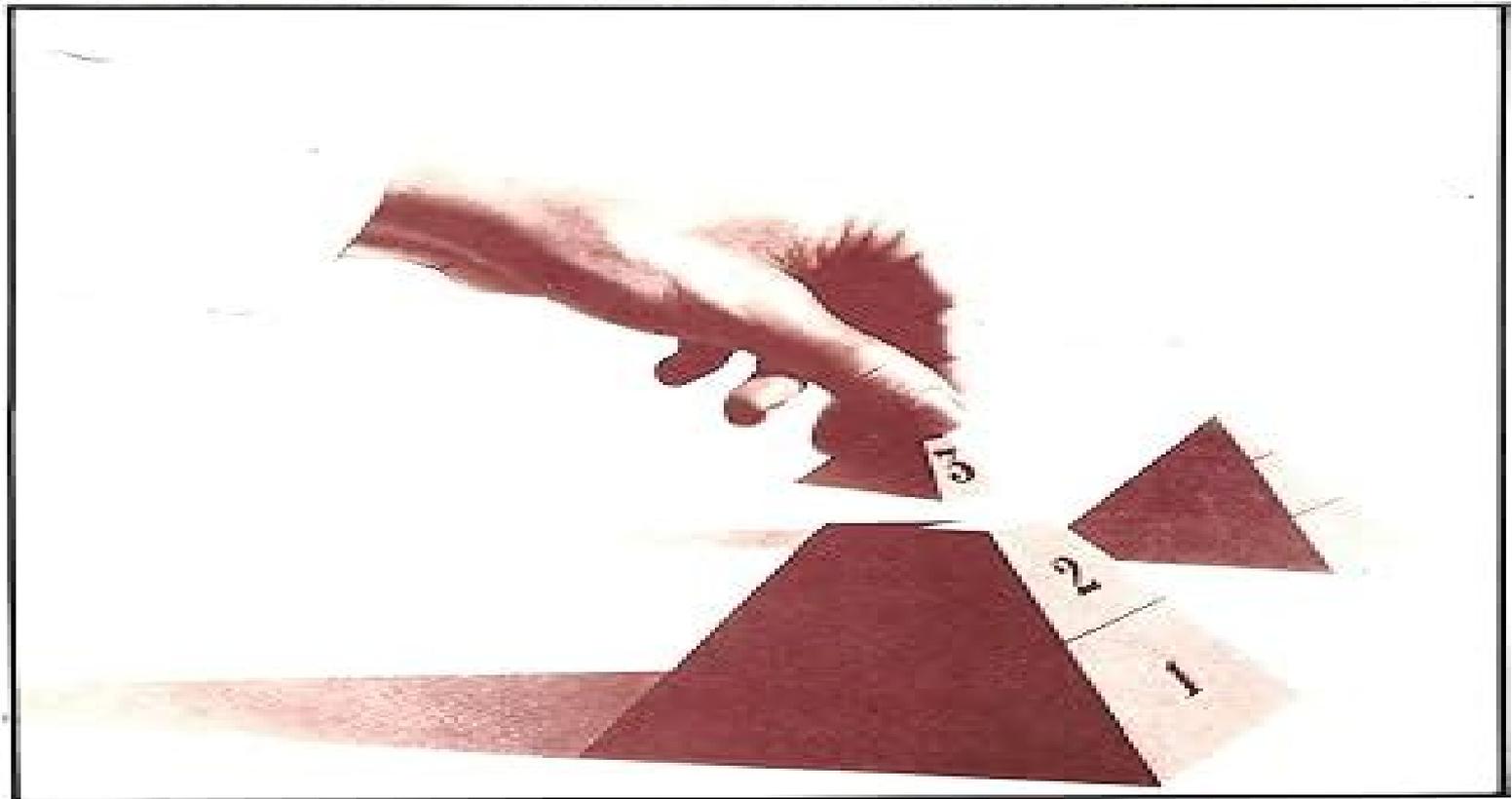


systematic approach to
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CREATIVITY**



STEPHEN BAKER

Systematic Approach To Advertising Creativity

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process of conceiving and generating ideas for interesting and original research contributions in economics and potentially other social sciences too Creative Research in Economics serves both a practical and theoretical purpose Theoretically it presents a unique way of thinking about the nature of problems and questions in economics and the role of social science researchers in society As such it offers an interesting way to think about the philosophy of science and methodology in economics and how new ideas emerge in the discipline Practically it develops techniques for finding interesting and original research contributions as opposed to conventional data gathering research Whether you are a graduate student looking for that first interesting question a novice researcher in search of fresh avenues for research after your PhD or a seasoned academic looking to teach the philosophy and methodology of economics in more interesting ways you will find this book of great use

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