

# Review of: "Is creativity the seed of innovation?"

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My field of expertise is not creativity but I did some work on innovation. What I observed is that the term “innovation” is not well defined in the article. My understanding is that there are product, process, and marketing innovations but I am also aware that there are social innovations and other types of innovation, as well. Innovations can be incremental like a smear-resistant screen of a mobile phone but also groundbreaking new things like a laser. I am therefore wondering that “creativity” is affecting diverse kinds of innovation in a similar manner, as suggested by the author. In particular knowing that many innovations are not the result of creativity but many times of pure chance and experiments that went wrong (examples are given in Johnson, 2010, Where good ideas come from, Riverhead Books.)