

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

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The idea to connect more closely creativity and innovation is worth considering. My point is that the paper does not address the problem of failure. When being creative, the difference between novelty and oddity is razor thin. Why do something is considered original/creative while something else is being considered just odd? To properly address this point, will help to better connect creativity and innovation in the very light of the article. My suggestion is to look at this great paper: <https://www.jstor.org/stable/10.1086/681213>. It examines the sociological factors that explain why some creative teams are able to produce game changers—cultural products that stand out as distinctive while also being critically recognized as outstanding.