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### What It Does, Where It Does It, and How To Market It: Creative Problem Solving Impact Catalog for Marketing.

Shane Sasnow  
*Buffalo State College*

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**What It Does, Where It Does it, and How To Market It:**  
Creative Problem Solving Impact Catalog for Marketing  
by

Shane Carnahan Sasnow

An Abstract of a Project  
in  
Creative Studies

Submitted in Partial Fulfillment  
of the Requirements  
for the Degree of

Master of Science

May 2005

Buffalo State College  
State University of New York  
Department of Creative Studies

## ABSTRACT OF PROJECT

## Creative Problem Solving Impact Catalog for Marketing

This project contains a spreadsheet and data catalog that show documented impacts of Creative Problem Solving (CPS), the domains/industries in which they occurred, what type of CPS application was used, and the literature that provided the information. This information is cross-referenced to determine good target markets according to type of CPS product, what domain/industry is being sold to, and what type of impact is being sought. Analysis of marketing materials determined the information sought, which in turn influenced the categories of data used on the spreadsheet. All materials are contained in the appendixes catalog for easy reference.

Shane Sasnow

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Date

Buffalo State College  
State University of New York  
Department of Creative Studies

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Dates of Approval:

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Dr. Mary Murdock  
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Shane Carnahan Sasnow  
Student

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Lastly, I would like to dedicate this to all the students in the International Center for Studies in Creativity in hopes that it may provide them with useful information, and for those who move in a CPS direction I also hope it makes your project or thesis a little bit easier.

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## **What It Does, Where It Does it, and How To Market It: Creative Problem Solving Impact Catalog for Marketing**

### **Section I: Background Information**

#### **Purpose**

This project sets a foundation for marketing Creative Problem Solving by identifying and listing positive CPS impact information for marketing communications development, and clarifying which domains/industries may be, or may become, good target markets.

The reasons for marketing CPS are (1) to provoke a positive evolutionary mechanism in society:(2) to improve the exposure of the CPS community: (3) and to successfully promote businesses and individuals employing CPS. When individuals and businesses are successful with CPS they can help strengthen the CPS community. When the community is strong it can better deliver CPS into mainstream and popular markets, which have extensive influence, thereby exposing a broader swath of society to it and influencing positive change. This project sets a foundation for this development process by identifying markets and information useful for marketing communications.

#### **Description**

Human kind has always been creative. Creativity is one of the key characteristics that separate us from other species. This fundamental characteristic has not changed much since the dawning of our kind, but the understanding of creativity as an explicit process has. There are many models in today's world that explicate the creative process. One of these models is Creative Problem Solving.

The Creative Problem Solving model shows a process of applied and deliberate creativity with over 50 years of history. It evolved from Graham Wallas's (1926)<sup>1</sup> original model of creative process (Preparation, Incubation, Illumination, Verification), through Alex Osborn's development of brainstorming and his own creative problem solving model (Osborn, 1953), to the most recent permutation elucidated by Puccio, Murdock, and Mance (2007) in their book *Creative leadership: Skills that drive change*. In their 2005 article in the *Korean Journal of Thinking & Problem Solving* Puccio et. al. show the detailed development of Creative Problem Solving models over time and summarize it in table 1.

Table 1 shows the seminal, germinal, and contemporary work done in the development of Creative Problem Solving models. Throughout its development CPS<sup>2</sup> has focused on the origination of solutions to ambiguous problems. This project discusses CPS solutions to real world problems, CPS education, and CPS training as a means to elucidate its positive impacts and the domains/industries the process has been successfully employed in. This information relates to any of the CPS models and has been gathered from research and other literature.

The initial idea for this project was to gather and document case studies of real life CPS applications for promotional purposes. A look at the literature showed a dearth of documented applications and a plethora of information about the impact of CPS from research. Therefore, the project changed direction from a gathering of case studies to a

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<sup>1</sup> A composite of ideas from Poincare and Helmholtz (Isaksen, 1983, p. 42)

<sup>2</sup> For more detail about how CPS works please see Vehar, Firestien, and Miller's 2001 book *Creativity Unbound: An introduction to creative process*.