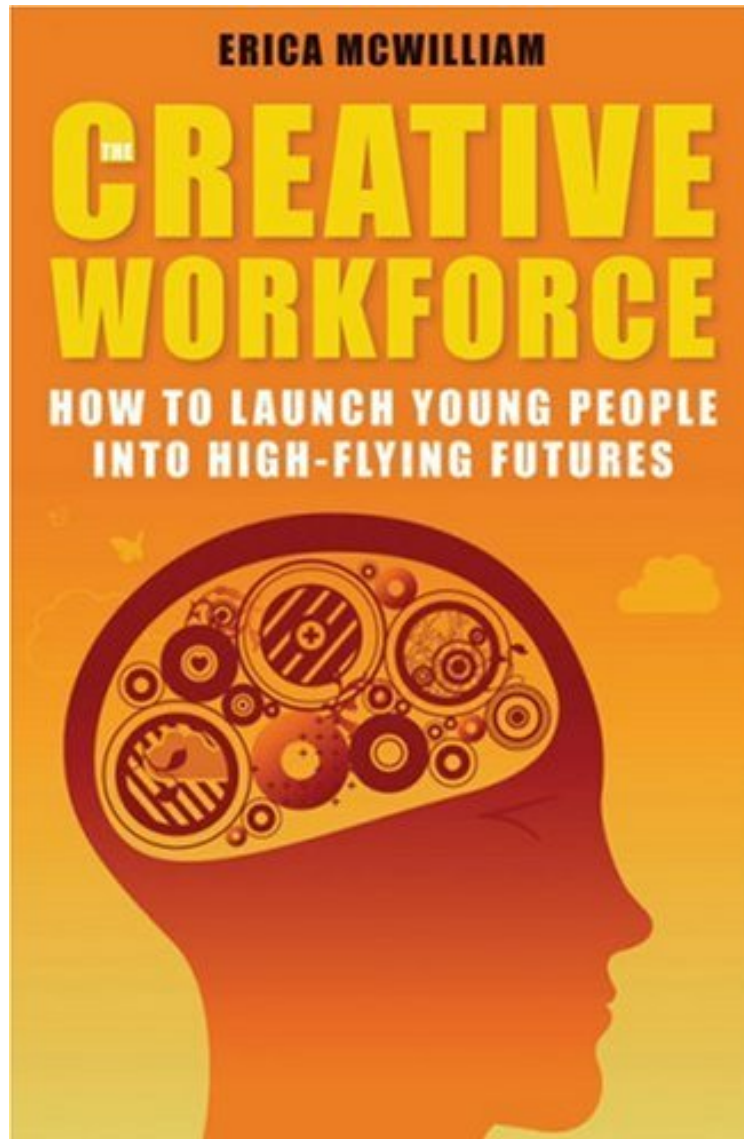


[Download] The Creative Workforce: How to Launch Young People into High-Flying Futures

The Creative Workforce: How to Launch Young People into High-Flying Futures

Erica McWilliam

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Erica McWilliam : The Creative Workforce: How to Launch Young People into High-Flying Futures before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Creative Workforce: How to Launch Young People into High-Flying Futures:

Creativity has become the economic engine of the 21st century. No longer the preserve of creative industries, 'creative capital' in the form of novel thinking, navigation, interactivity and border-crossing has become crucial to success and productivity. But are young people being equipped for a work future in which creativity is the defining feature of economic life? In this important book, Erica McWilliam argues that young people's creative capacities are not being properly developed and that education, particularly in Australia, demands a massive pedagogical shift. Using both Australian and overseas examples, McWilliam describes what creative capacities are, why they've become important to our work futures, and what can be done to optimize the creative capacities of young people.

About the Author Erica McWilliam is an internationally recognized author in the field of education, with a particular focus on workforce preparation of youth in postcompulsory schooling and higher education.