

<b>80 Title</b>	<b>Creativity and Economic Psychology</b>
Author	Istvan Magyari-Beck
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<b>Keywords</b>	
Abstract	Traditional economics is grounded in a classical belief system central to which is the automatic human behaviour known as economic maximisation. A more recent biological metaphor of human altruism has its own conceptual difficulties. The two approaches can be transcended by a theory of economics which incorporates human creativity.