

Advance Praise for *Creativity in the Age of AI*

“Jerry Wind’s new book *Creativity in the Age of AI* turns our conventional ideas about creativity inside-out. His is a Socratic approach, insisting that we pivot from asking ‘the how of things’ to questioning ‘the why of things.’ Questioning is at the heart of creativity and its absence forecloses the imagination. Wind’s book helps us unmask the roadblocks to creativity and calls on all of us to think on a bigger playing field where awe, wonder, imagination, empathy, and transcendence become the sine qua non of the creative act in the age of AI. Wind takes us into a new mindset where vulnerability is less about bouncing back and more about being vulnerable to exploring the unknown unknowns, where vulnerability becomes the agency to trigger the creativity in all of us. The book is a precious gift and will help each of us learn how to flourish on an animated planet.”

— **Jeremy Rifkin**, author of *Planet Aqua: Rethinking our Home in the Universe*, *The 3rd Industrial Revolution* and over 20 other bestselling books

“In an era where AI’s role in human endeavors is rapidly expanding, *Creativity in the Age of AI* is a timely and essential guide. This book brilliantly bridges the gap between the art of human creativity and the science of artificial intelligence, demonstrating how these two forces, rather than being at odds, can synergize to unlock unprecedented potential. The authors provide a clear, actionable framework for anyone looking to not only understand, but to actively harness AI as a powerful co-pilot in their creative journey. This isn’t just another book about AI; it’s a practical blueprint for the future of innovation.”

— **Shelly Palmer**, CEO, The Palmer Group

“AI represents a unique development for all of us. This book encourages us all to embrace AI in a creative and thoughtful way. It lays out how to go about this, thus making the book both practical and inspiring.”

— **Colin Crook**, former CTO for Citicorp

“*Creativity in the Age of AI* shows how technology can be a tool for artists and creative thinkers to break out of rigid mindsets to make space for the essential work of creation. Wind and his colleagues offer an approach that is both practical and inspiring, showing how AI can amplify imagination rather than replace it.”

— **Dr. David Serkin Ludwig**, Dean of Music and Chair of Composition, The Juilliard School

“I’ve known Jerry for years, and his ability to spot timely themes and simplify them with clarity stands out every time. *Creativity in the Age of AI* is no exception. It presents AI as a creative superpower, offering practical ways to harness this moment where human potential meets technological advancement. A timely and essential guide to the future of intelligent creativity.”

— **Deepa Nagraj**, Senior Vice President & Head-ESG, Sparkle Innovation Ecosystem and Communications

“*Creativity in the Age of AI* is a vital and timely guide for navigating the rapidly evolving landscape of AI and innovation. By seamlessly blending scientific insight with practical, actionable frameworks, it demonstrates how AI can amplify—rather than replace—

human creativity. This book empowers professionals across industries to unlock data-driven innovation, scale their creative impact, and shape a future where technology enhances our capacity to create value and meaning. A must-read for forward-thinking leaders in the digital era.”

— **Margherita Pagani**, Professor of Human Centric AI and Digital Marketing and Director, SKEMA Center for Artificial Intelligence

“Leading Continental Grain Company through decades of market transformation has taught me that sustainable success demands creative thinking. *Creativity in the Age of AI* brilliantly captures what forward-thinking organizations need today. The book’s premise that ‘AI’ does not replace human creativity but amplifies it, resonates deeply with our approach. We understand that the future belongs to companies that harness AI as a creative partner, not a replacement for human ingenuity.”

— **Paul J. Fribourg**, Chairman and Chief Executive Officer, Continental Grain Company

“This book is an essential read. Creativity is at the center of economic value creation. And AI can amplify this process. But this is not automatic. The book discusses twelve ways where creativity and AI go together. This emphasis on ‘how to make a higher level creativity happen’ is a major plus. And, on top of this, there are numerous helpful examples that further guide the readers. Congratulations to Jerry Wind and his two collaborators for putting together this superb book!”

— **Peter Lorange**, Honorary President, IMD

“Jerry Wind’s coauthored book, *Creativity in the Age of AI*, made me think that business schools must be totally redesigned in the age of AI. I would recommend to the designers of a new MBA program that all the incoming students read this book. It will prepare them for the main themes and skills they will need to flourish in the New Global Economy. If *Creativity in the Age of AI* doesn’t excite them, they are better off seeking a different domain of knowledge. College admission offices will increasingly choose students in the same way that companies choose employees: Are they creative? And are they skilled in AI?”

— **Philip Kotler**, Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University (emeritus)

“AI promises unlimited creativity. But Wind, Pandya, and Yao deliver the crucial insight that true innovation depends on more than technology’s power. It requires the courage to confront deep-rooted human and organizational obstacles.

This isn’t just another AI guide. It spotlights the irreplaceable human qualities of persistence, ethical judgment, and strategic vision, and makes the point that these traits are essential for directing AI as a powerful tool for innovation and meaningful change. Without them, we risk creative outsourcing or bland uniformity.

The future belongs to those who harness AI to magnify human talent, ingenuity and hard work. This book masterfully shows how to build your toolkit to do just that.”

— **Sabrina Fung**, Group Managing Director of Fung Retailing Group

“We have benefitted greatly from Jerry’s marketing expertise on the board of the Philadelphia Museum of Art for many years. As a longtime trustee, Jerry has helped

us rethink our approach to marketing and attract new audiences. This book will play an important role in helping us navigate the new AI enhanced world. I continue to be enormously grateful to Jerry for his ongoing support.”

— **Sasha Suda, George D. Widener** Director and CEO and Office of the Director and CEO of The Philadelphia Museum of Art

“*Creativity in the Age of AI* offers a timely and refreshingly human-centered approach to artificial intelligence. Rather than dwelling on the potential of AI to replace human creativity, this book brilliantly demonstrates how AI can enhance and accelerate our own creative capabilities. With its hands-on approach, Wind and colleagues provide both inspiration and practical tools for harnessing AI as a partner in creative discovery. This is essential reading for anyone who believes—as I do—that technology should serve human flourishing rather than human obsolescence.”

— **Stefano Puntoni**, Co-director, Wharton Human-AI Research, Sebastian S. Kresge Professor of Marketing, The Wharton School, University of Pennsylvania

“If your work depends on fresh thinking—but you don’t have time to wait for inspiration—*Creativity in the Age of AI* offers a practical way forward. It delivers twelve strategies to help you generate, shape, and apply ideas with clarity and intent in our AI-transformed world. Rather than fearing AI’s advance or expecting it to do your thinking, this practical guide gives you the know-how to create a powerful alliance between human creativity and artificial intelligence—whether you’re leading a team, building a brand, or revitalizing your own creative practice. This isn’t just a book of ideas; it’s a catalyst for creative momentum when you need it most.”

— **Stephen D. Rappaport**, Consulting LLC

“People come to art museums to encounter creativity and push against the boundaries of conventional thinking. I recommend *Creativity in the Age of AI* to museum staff, thought leaders, educators, and artists alike to amplify creativity and reimagine cultural storytelling. The book demystifies AI, encourages experimentation, and envisions a future in which humanistic ideas and the tools of AI work hand in hand to create positive impact. In our fast-changing digital age, in which engaging stories and innovative experiences are key, this book is an inspiring guide to using AI as a partner.

— **William R. Valerio, PhD**, The Patricia Van Burgh Allison Director & CEO, Woodmere

“*Creativity in the Age of AI* is more than a book about technology, it is a call to action for how we lead in this new era. As someone who believes in conscious leadership and in designing workplaces that reflect the needs of the collective, I see this book as a roadmap for ensuring that AI amplifies human potential rather than diminishes it. It shows us how to harness AI as a collaborator while keeping imagination, authenticity, and humanity at the center. A timely and essential read for leaders who want to innovate with purpose and create a future where creativity and technology move forward together.”

— **Shelley Zalis**, Founder and CEO of The Female Quotient