

Kirk House Publishers is pleased to present a new book by William A. Therivel, *The GAM/DP Theory of Personality and Creativity*.

The theory presented in this book is in two parts. The first, **GAM**, identifies and illustrates the three factors (**G**enetic endowment, **A**ssistances, and **M**isfortunes) which contribute to personality and creativity at the individual level. The second, **DP** (**D**ivision of Power), does the same at the societal level.

The reader will find interesting and challenging chapters like, “Why Mozart and not Salieri?”, “GAM’s *Hedgehogs* and GAM’s *Foxes*” (a causal explanation of Isaiah Berlin’s classification of great thinkers), “The DP Origins of Western Medicine”, “The Low Creativity and High Unity of Power of the Byzantine Civilization”, and “*Rinascimento* and *Siglo do Oro* as Swan Songs.”

Part IV, although entitled, “For Cognoscenti and Specialists,” will be of interest to the general reader, especially the chapters: “Was Heidegger a *Seeker Personality*?” (a new interpretation of his personality and works), and “The Ritter (Knight/Warrior) *Personality* of the Germans” (on the German ethnopsychology).

At the personal level, readers will discover how their personality—and that of family members and friends—relates to one or more of the 15 GAM personality families; and whether they are *visitors* or *insulars* (the main DP classification of ethnopsychologies). Readers will broaden their understanding of the birth, growth, and decline of civilizations and the pertaining creativity levels and types of creativity.

Dr. Therivel’s theory has, in part, been published in specialized, peer-reviewed journals, such as *Creativity Research Journal*, *Journal of Social Behavior and Personality*, *La Psicologia Social en Mexico*, *Studi Medievali*, and *Rivista di Studi Italiani*.

The book is addressed to psychologists, historians, literary critics, musicologists, and all well-educated readers.

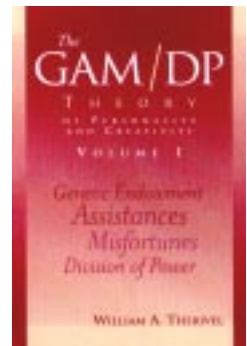
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