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Autore	Glisic, Savo
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Sommario/riassunto	Computer science has drawn from and contributed to many disciplines and practices since it emerged as a field in the middle of the 20th century. Those interactions, in turn, have contributed to the evolution of information technology " new forms of computing and communications, and new applications " that continue to develop from the creative interactions between computer science and other fields. Beyond Productivity argues that, at the beginning of the 21st century, information technology (IT) is forming a powerful alliance with creative practices in the arts and design to establish the exciting new, domain of information technology and creative practices "ITCP. There are major benefits to be gained from encouraging, supporting, and strategically investing in this domain.