

## **Creative action and sense of rationality in Pareto**

Is it acceptable to conceive an idea of rationality within non-logic action, understood as social action resulting from feelings, passions and emotions?

Out of the utilitarian logic does a non-logic exist, leading to a different pattern of social utility?

The volume tries to provide answers to these issues tackling the social value of creativity from the perspective of Pareto's non-logic action.

The "non-rational" logic of Pareto's creativity overcomes the neoclassical economist paradigm, based on utilitarian rationality and proposes a "Sociology of feelings" including the non-rational side of the individual.

The social actor, whose intentional behaviour entails a voluntary action as an expression of freedom, is the result of feelings and intellect. It's an illogical rationality based on the Weberian meaning of 'sense' and oriented to values. Indeed, the Paretian 'instinct for combinations' represents the human attitude to innovate, invent and produce new acts or nexuses from known elements. Anticipating the modern technique of brainstorming, Pareto makes implicit various possibilities of manifestations of the human's subjectivity, opening the doors to relational processes of innovation.