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The Fine Art of Success: How Learning Great Art Can Create Great Business

By Jamie Anderson

Wiley. Hardcover. Book Condition: New. Hardcover. 200 pages. Dimensions: 9.1in. x 6.1in. x 1.0in. You've read about Jack Welch, Lou Gerstner and Steve Jobs - but what can you learn about business from van Gogh and Picasso? The Fine Art of Success shows why you should look to pop-stars like Madonna or artists like Damien Hirst for guidance on innovation, competitive advantage, leadership, and a host of other business issues. Managers, marketing professionals, and students will see how these creative artists can help their organizations. Chapters include Madonna - Strategy at the dance floor; Damien Hirst - The shark is dead; How to build yourself a new market; Beuys Understanding creativity, is every manager an artist; Picasso Art lessons for global managers; Koons Made in Heaven produced on earth; and Paik Global Groove, innovation through juxtaposition. With controversial ideas, fascinating facts and memorable examples, The Fine Art of Success delivers business lessons that you'll be eager to apply. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



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Reviews

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