



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

Comprehensive information for book fans. It is one of the most amazing books I actually have read. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Yoshiko Okuneva**

A superior quality publication and the font utilized was intriguing to read. I could comprehend every little thing using this composed publication. You will like the way the author composed this publication.

-- **Mr. Demario Trantow**