



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

Jamie Anderson, Jörg Reckhenrich, Martin Kupp

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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 Damian 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; Damian 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 eart; 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.

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