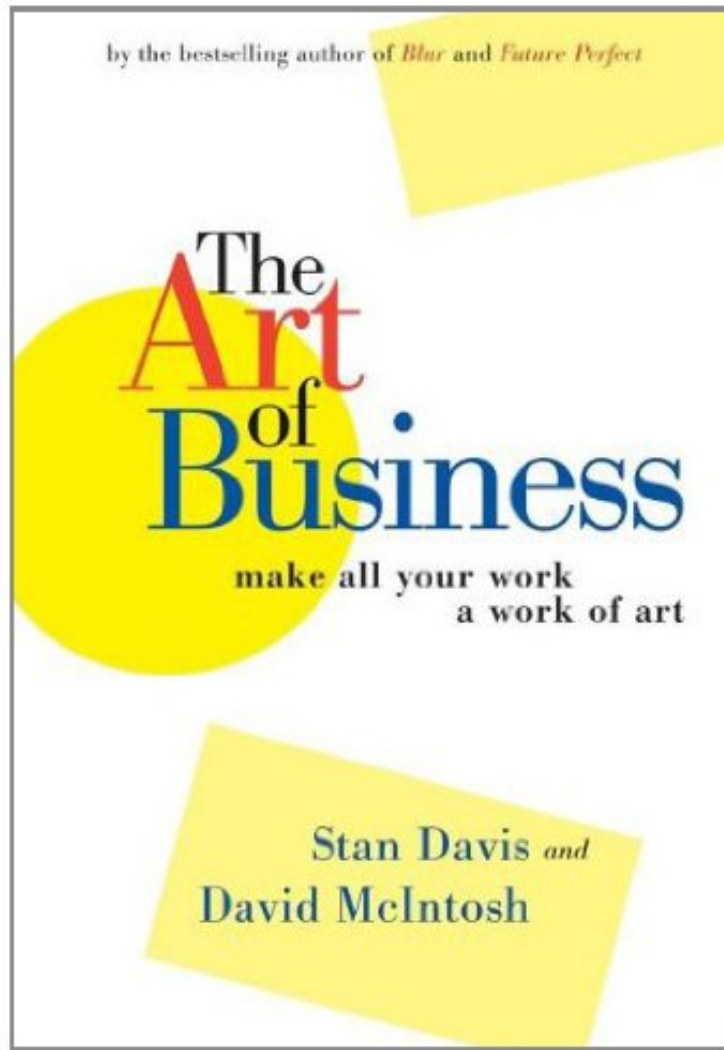


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The Art of Business: Make All Your Work a Work of Art

Stan Davis, David McIntosh
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Stan Davis, David McIntosh : The Art of Business: Make All Your Work a Work of Art before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of Business: Make All Your Work a Work of Art:

0 of 0 people found the following review helpful. Five StarsBy gerardo zavarceGreat Book!2 of 2 people found the following review helpful. Merely sketching out the basics...By Jonathan LiciBringing the World of Art to the World of Business is an interesting and relevant concept. This is why it's all the more disappointing when this book fails to deliver anything more than the most basic extensions of this concept. From thoughts on Art as Business ("See your customer as an audience") to basic business quips ("Profit is like health: you can't live without it, but it shouldn't be the only reason for your existence") - the book fails to deliver anything more than a basic framework with a smattering of

supporting ideas, enough to get you started but nothing more. If you're an artist looking to leverage your skills for business or a business person thinking of launching an Art-type initiative, this book may be worth your time. Otherwise, you might just want to think of what you're producing as a work of art, and the rest will naturally follow. If you're determined to pick up a management book by an artist, and until I write one - try "The Art of Possibility" a good read on management techniques from an Orchestra Conductor and a Family Therapist. I also strongly recommend you check out Tom Peter's "Re-Imagine" - where he covers everything from the WOW project to bringing the heart of design into everything you do. Below are some of the tidbits from the book:

The Economic Flow* Inputs: Land, Labor, Capital* Processes: RD, Manufacturing, Distribution, Marketing* Outputs: Better, Faster, Cheaper, Safer

The Artistic Flow* Inputs: Imagination, Emotion, Intelligence, Experience* Processes: Create, Produce, Connect* Outputs: Beauty, Excitement, Enjoyment, Meaning* Beauty gets its power from being simultaneously stimulating and calming. Excitement is most compelling when we get safe thrills. Enjoyment comes from finding freshness in familiar content. And meaning is strongest when we manage to personalize what's universal.* Steps to take in getting started: Whatever your job, take a customer's experience with your company's product or service and then find the story in it. Tell the story several times, each time asking yourself how you can tell it better without changing its truthfulness. As HBS said "if you want to know the process, staple yourself to an order". Take a problem you have and express it artistically, as a song, poem, drawing, dance. Take an email and sign it before you send it - does it sound like rap, chant, swing, ballad, etc. You're trying to get a bead on the non-rational, non-cognitive line your readers will have. When you have a problem, think of how a group of famous people would solve it - Einstein, Lincoln, Dell, Oprah, etc. Think of how people react to what you do and give yourself a grade on your emotional intelligence. The longer your company has been around, the more experience you should be able to draw upon. The more connections you have, the more creativity you can support. When looking for enjoyment, ask your customer if you made them smile.

6 of 7 people found the following review helpful. Seeing, Hearing and Acting on the AND Rather Than the OR

By Donald Mitchell

Many authors exhort us to hold two seemingly opposed notions in our mind if we want to make business breakthroughs. That idea is an important principle in the business classic, Built to Last. It's common for business experts to also espouse the idea of balancing perspectives such as the quantitative with the qualitative, the financial with a customer focus, and vision with practicality. More recently, some authors have started to see parallels between the worlds of the arts and business, such as in The Art of Possibility. The Art of Business represents the culmination of these new views of leadership by encouraging us to "make all your work a work of art." Although on the surface, that sounds simply like taking an artful and business-like approach, at a deeper level the book is addressing a very old tradition . . . that of craftsmanship -- creating something that rewards the soul as well as the body. The example in the book that resonated most with me was the new business model and product thinking behind the Apple iPod. If you are prepared to open your mind to more rewarding work and providing more rewards to those who employ your work in their lives, The Art of Business will help you expand your horizons in ways that will leave the world richer. This book will be of most value to those who understand a lot about how to manage what is . . . but aren't sure how to create what is needed, but doesn't exist yet. People who are interested in business model innovation will find this book contains powerful perspectives and paradigms that will enable that important work which I describe in The Ultimate Competitive Advantage. Bravo, Mssrs. David and McIntosh!

Stan Davis is author of the bestselling books BLUR (more than 250,000 copies sold), 2020 Vision (more than 100,000 copies sold), and Future Perfect (more than 100,000 copies sold). Shows how bringing an artistic sensibility to business can improve business performance and increase personal work satisfaction. Includes detailed, practical advice for implementing the ideas in the book, as well as a wealth of real-world examples. The arts are important to many people in their personal lives, but they don't see any way of incorporating art into their work and business. In this groundbreaking book, visionary business authors Stan Davis and David McIntosh argue that not only is this possible, but that applying an artistic sensibility to business will actually improve business performance. Traditionally, business focuses only on the economic flow of inputs (resources, raw materials), outputs (products and services) and processes that help get you from one to the other (research and development, production, distribution). Davis and McIntosh show that there's an artistic flow that operates the same way, but with different particulars. Inputs here include things like emotion, imagination and intuition; and outputs include things like beauty, meaning, excitement and enjoyment. To bridge these aesthetic inputs and outputs, the authors show how to apply creative processes from the arts to business, and how to connect with customers the way great performers connect with audiences. Through real-world examples and practical advice, The Art of Business shows how applying this concept of artistic flow enables you to come up with more creative solutions to problems, develop better new products, and provide your customers with the kinds of emotionally and aesthetically satisfying experiences they've come to expect in this high contact, multimedia age. It gives you an additional--rather than alternative--approach to the established economic model of how things get done. And it will make your own work experience infinitely more satisfying.

Full of fascinating ideas about the relationship between the arts and business, between artistic people and business

people. -- John Humphrey, former Chairman of the Board, Boston Ballet, and former CEO, the Forum Group Provides a new framework for thinking about creativity and excellence. Stan's and David's writing is compelling and thought-provoking. Bravo! -- Marc Scorca, President and CEO, Opera America, and Organizer of the first National Performing Arts Convention Put artistry in everything you do!...The Art of Business articulates this strategy so beautifully that everybody can use it. -- Greg Joswiak, Vice President, iPod Product Marketing, Apple The Art of Business has the mark of both great art and great business; it makes the profound look simple. -- Warren Bennis, author and world-renowned authority on leadership, University Professor and Distinguished Professor of Business Administration, University of Southern California The Art of Business is a good antidote to all the business-as-war books out there. -- Lawrence H. Summers, President, Harvard University, and former U.S. Secretary of the Treasury About the Author Stan Davis (Brookline, MA) is a highly respected commentator on business in the future. He is the author of twelve books, including the bestsellers BLUR, 2020 Vision, and Future Perfect, as well as It's Alive and The Monster Under the Bed. David McIntosh (Newton, MA) is a business consultant focused on improving organizational adaptation to technological change. He is a Managing Director with Park Loop LLC, creating executive development programs for Fortune 500 companies.