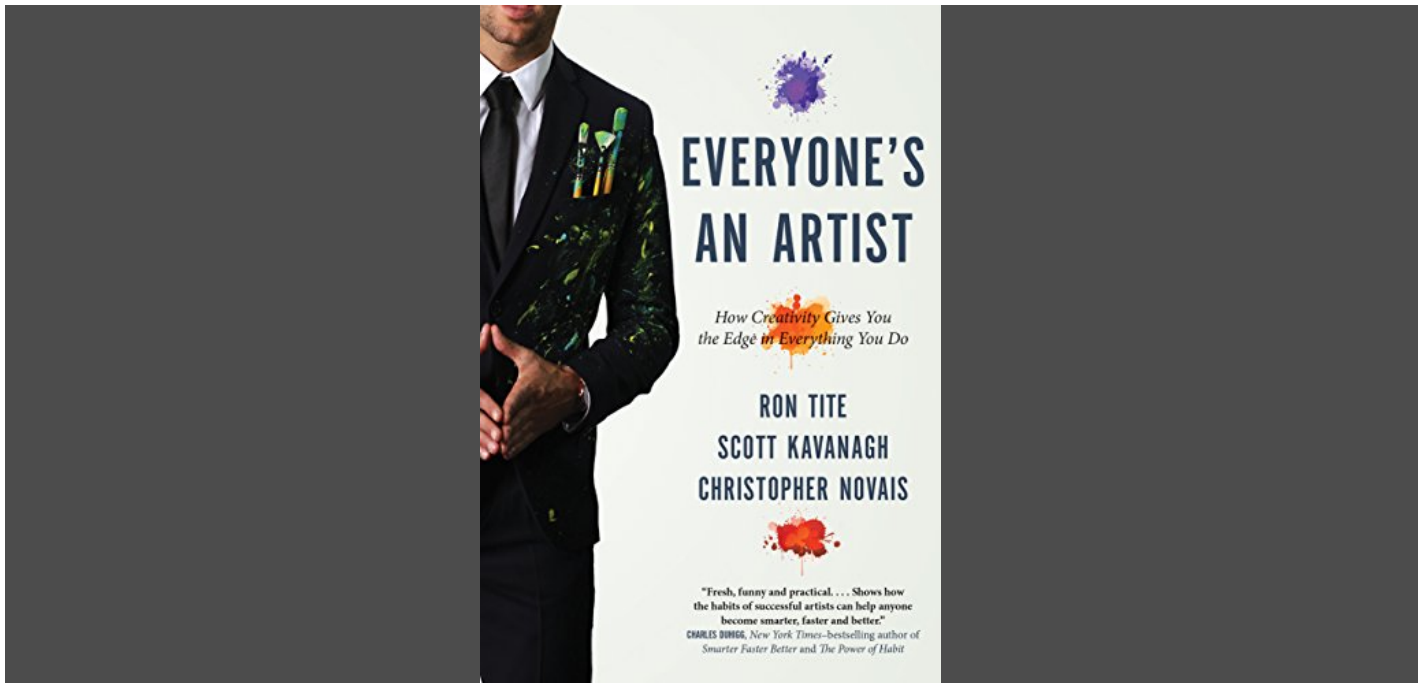


PDF | Everyone's An Artist (or At
Least They Should Be): How
Creativity Gives You the Edge in
Everything You Do

by Ron Tite, Scott Kavanagh, and Christopher Novais



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Can a Canali-clad million-dollar banker learn anything from a paint-stained artist? Definitely. Especially now.

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With a rapidly changing digital economy, new and emerging technologies, increased clutter and a drastically altered media landscape, successful companies are those that are original, creative and innovative. Defining business as art is now a credible school of thought, and the lessons are far more practical than philosophical. *Everyone's an Artist* shows how and why the most successful executives and entrepreneurs think like artists.



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