For many, work is the ultimate four-letter word, the embodiment of all that is mundane. For respected business writers Stan Davis and David McIntosh, work is an opportunity to find beauty, meaning, enjoyment, balance, and longevity. How? By treating one’s work or business as art. According to The Art of Business, people get more satisfaction from creating something than from doing something. Purpose, mastery, and permanence are hallmarks of good work, whether in the arts or in business. The book represents a powerful paradigm shift, empowering readers to harness their artistic energies not only in work, but also in all facets of their lives. Using real-world examples such as Apple’s attention to art in the design and marketing of the iMac and iPod, The Art of Business shows how introducing the aesthetic into a business framework can inspire both achievement and satisfaction.

My Personal Review:
Whether you’re a student, a business executive or an aspiring artist, all can benefit from seeing the world through eyes blending aesthetic appreciation and strategy. Using the artist’s eye, The Art Of Business: Make All Your Work A Work Of Art shows how to use artistic flow patterns to use emotion, imagination and intuition to improve the outputs of a job. Even a company can benefit from blending the two flows of aesthetic and emotional richness with strategic fine tuning, using The Art Of Business as a guide.

For More 5 Star Customer Reviews and Lowest Price:
The Art of Business: Make All Your Work a Work of Art by David McIntosh - 5 Star Customer Reviews and Lowest Price!