The Art of Business
Make All Your Work a Work of Art
By Stan Davis and David McIntosh

*The Art of Business* shows that when you see yourself as an artist, all your work can be a work of art—a work of art with its own beauty and balance, that other people can enjoy, that is built to last and that provides a sense of meaning. This aesthetic strategy (work as art) applies to our jobs as much as to our innermost selves. It translates into the organizations we work for as much as into our relationships with our friends and families. 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 your business will actually improve performance and profitability.

Traditionally, businesses focus only on the economic flow of inputs (resources and raw materials), outputs (products and services) and processes that help to get you from one to the other. Authors 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. This is referred to as the artistic flow.

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 products, and provide your customers with the 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.

Davis and McIntosh emphasize the need to think of our work as a work of art. Readers will find that when pieces of work are done artfully, they work better. People get more satisfaction from creating something than doing something. Purpose, mastery, and permanence are hallmarks of good work, whether in the arts or in business. In both art and business, the piece (or final product) matters more than the process.

All of us—business executives and artists, audiences and consumers—can benefit from seeing the world with both an aesthetic sensibility and a strategic bent. *The Art of Business* maps out the fundamentals for an aesthetic strategy to make your business, your career, and your life more meaningful and more successful.
"Put artistry in everything you do! This has always been how we do business at Apple. Now The Art of Business articulates this strategy so beautifully that everybody can put it to work for themselves."
—Greg Joswiak, Vice President, iPod Product Marketing, Apple

“I’ve written several books on leaders lives and the lives we all lead, and can honestly say that The Art of Business breaks new ground on how we all create, produce and consume. By focusing on the arts and business, two worlds that don’t know how to talk with each other very well, Davis and McIntosh show us what would happen if we start thinking of ourselves as artists and of our customers as audiences. 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 full of fascinating ideas about the relationship between the arts and business, between artistic people and business people—something Davis and McIntosh are particularly qualified to write about. Their book will improve the effectiveness of business people and arts people everywhere. Many business people who read The Art of Business are going to find their artistic side is an under used resource. This book points out a path to benefits, benefits in both gain and pleasure.”
—John Humphrey, former Chairman of the Board, Boston Ballet, and former CEO, the Forum Group

“The Art of Business will provide a new framework for thinking about creativity and excellence. Its central themes will challenge artists and arts organizations to change the way they communicate about their art to current and prospective and audiences. Above all, it will empower all citizens to recognize and harness their own artist energies in all facets of their lives. Davis’ and McIntosh’s writing is compelling and thought-provoking. Bravo!”
—Marc Scorca, President and CEO, Opera America, and Organizer of the first National Performing Arts Convention

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STAN DAVIS is a highly respected commentator on business in the future. Stan spent two decades as an academic, mainly on the faculty of the Harvard Business School, where he taught management, strategy, organization and international business in both MBA and Executive programs. He has consulted for CEOs and senior executives at dozens of the world’s major corporations, including JP Morgan Chase. Stan is the author of twelve books, including the bestsellers Blur (more than 250,000 copies sold), 2020 Vision (more than 100,000 copies sold), and Future Perfect (more than 100,000 copies sold).

DAVID MCINTOSH is a consultant, writer, and speaker who specializes in innovation and business effectiveness. While at the CGE&Y Center for Business Innovation, he created and led the CBI Network, a global community of innovators and thought leaders in 15 countries. His 24-month Future Scan was broadcast by internet to a live audience in six continents twice a year. His writing has appeared in Urban Land and Perspectives on Business Innovation. He is on the board of directors of Opera America.

The Art of Business: Make All Your Work a Work of Art
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Published by Berrett-Koehler Publishers, Inc. ISBN: 978-1-57675-302-6
Cloth $19.95
Number of Pages: 217 Publication Date: February 2005