

# Integrating Art and Creativity into Business Practice

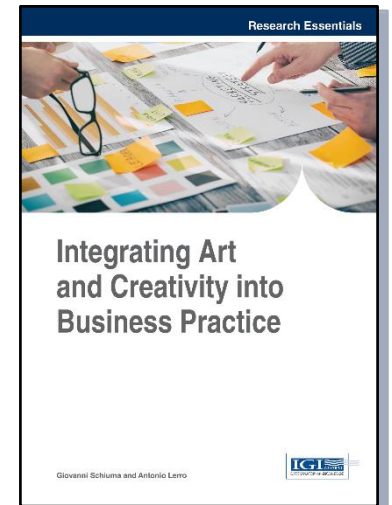
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Giovanni Schiuma (University of Basilicata, Italy & University of the Arts London, UK)  
and Antonio Lerro (University of Basilicata, Italy)

## Description:

Adaptability and sustainability are key factors in the success of any business in modern society. Developing unique and innovative processes in organizational environments provides room for new business opportunities.

**Integrating Art and Creativity into Business Practice** is a key reference source for the latest scholarly research on the tools, techniques, and methods pivotal to the management of arts and creativity-based assets in contemporary organizations. Highlights relevant perspectives across a myriad of topics, such as organizational culture, value creation, and crowdsourcing.



## Readers:

This book is ideally designed for managers, professionals, academics, practitioners, and graduate students interested in emerging processes for entrepreneurship and business performance.

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**Pages:** 206

## Topics Covered:

- Business Motivation
- Corporate Entrepreneurship
- Creative Economy
- Crowdsourcing
- Informal Workplace Spaces
- Organizational Culture
- Value Creation

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