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Creative Strategy Generation: Using Passion and Creativity to Compose Business Strategies That Inspire Action and Growth

By Bob Caporale

McGraw-Hill Education. Hardcover. Condition: New. 272 pages. Dimensions: 8.3in. x 5.9in. x 0.9in. Successful strategies must have one key element to produce spectacular results for your business originality. However, pure ingenuity can be hard to produce in the noise of derivative ideas and worn out processes drowning out fresh progress which is why you need Creative Strategy Generation to help guide you through tried-and-true business practices in a fresh, new, and exciting way. The authors diverse talents as an executive leader and a musical performer, composer, and songwriter shine through in a pitch-perfect mix of mind expanding theory and practical techniques to help you unlock the artistic strategist inside you. Whether you work in a B2B or B2C company, this proven approach can boost your strategic influence and track record, as it has for the author and the many companies he has worked with. Grounded in accessible explanations, this practical guide explores the connections between the strategic and creative processes, and it demystifies the complexities of developing a strategic plan by revealing how to: Develop the four proficiencies of Analysis, Recollection, Intuition, and Artistry (ARIA) that are needed to creatively generate business strategies Clear your mind for new ideas by condensing and...



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