



What Poetry Brings to Business

Clare Morgan, Ted Buswick, Kirsten Lange

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"Creativity is a means of controlling chaos, finding order. Business and poetry draw their waters out of the same well."

---John Barr, President, Poetry Foundation

"At last there is a book that explores the deep but unexpected connections between business and poetry. Clare Morgan and her colleagues demonstrate how the creative energy, emotional power, and communicative complexity of poetry relate directly to the practical needs for innovation and problem solving that face business managers. There has never been a book on developing managerial potential quite like this one."

---Dana Gioia, former chairman of the National Endowment for the Arts and a former corporate executive at General Foods

What *does* poetry bring to business? According to Clare Morgan and her coauthors, it brings complexity and flexibility of thinking, along with the ability to empathize with and better understand the thoughts and feelings of others. Through her own experiences and many examples, Morgan demonstrates that the skills necessary to talk and think about poetry can be of significant benefit to leaders and strategists, to executives who are facing infinite complexity and who are armed with finite resources in a changing world.

What Poetry Brings to Business presents ways in which reading and thinking about poetry offer businesspeople new strategies for reflection on their companies, their daily tasks, and their work environments. The goal is both to increase and broaden readers' understanding of poems and how they convey meaning, and also to help readers develop analytical and cognitive skills that will be beneficial in a business context. The unique combinations and connections made in this book will open new avenues of thinking about poetry and business alike.

Clare Morgan is Director of the graduate creative writing programme at the University of Oxford. She has run workshops and given presentations on this topic in the United States, the United Kingdom, continental Europe, and Japan. Dr. Morgan is a fiction writer and critic, and a Fellow of the Royal Society of Arts.

Kirsten Lange and Ted Buswick are employed by The Boston Consulting Group, an international management consulting firm, she as Managing Director of the Munich office, he as head of Oral History and Archiving.

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Playing with family in a park, coming to see the water world or hanging out with friends is thing that usually you have done when you have spare time, subsequently why you don't try factor that really opposite from that. One particular activity that make you not sense tired but still relaxing, trilling like on roller coaster you already been ride on and with addition details. Even you love What Poetry Brings to Business, you are able to enjoy both. It is very good combination right, you still desire to miss it? What kind of hang type is it? Oh can occur its mind hangout guys. What? Still don't understand it, oh come on its referred to as reading friends.

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What Poetry Brings to Business can be one of your starter books that are good idea. All of us recommend that straight away because this publication has good vocabulary that will increase your knowledge in terminology, easy to understand, bit entertaining however delivering the information. The copy writer giving his/her effort to place every word into satisfaction arrangement in writing What Poetry Brings to Business nevertheless doesn't forget the main point, giving the reader the hottest and based confirm resource info that maybe you can be one among it. This great information may drawn you into brand new stage of crucial imagining.

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