



The Spark: How to Ignite and Lead Business Creativity (Financial Times Series)

Greg Orme

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Includes interviews with Gail Rebeck (CEO of Penguin Random House), Sir John Hegarty (Founder of BBH) and Stuart Murphy (Director of Entertainment Channels atSky)

Def: *Spark (n)* - an elusive moment when a new idea strikes that has the potential to transform the way you do business.

Big or small, new ideas are the lifeblood of all successful businesses. They are responsible for higher profits, quicker growth and game-changing innovations.

But how do you foster a creative culture, nurture new ideas and manage the people behind the electricity?

The Spark answers these questions and more, unravelling the mystique around business creativity and offering 10 practical steps to building an innovative team and becoming an inspiring creative leader.

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