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Artful Making: What Managers Need to Know About How Artists Work (Hardback)

By Robert D. Austin, Lee Devin

Pearson Education (US), United States, 2003. Hardback. Condition: New. Language: English . Brand New Book. Artful Making offers the first proven, research-based framework for engineering ingenuity and innovation. This book is the result of a multi-year collaboration between Harvard Business School professor Robert Austin and leading theatre director and playwright Lee Devin. Together, they demonstrate striking structural similarities between theatre artistry and production and today's business projects--and show how collaborative artists have mastered the art of delivering innovation on cue, on immovable deadlines and budgets. These methods are neither mysterious nor flaky: they are rigorous, precise, and--with this book's help--absolutely learnable and reproducible. They rely on cheap and rapid iteration rather than on intensive up-front planning, and with the help of today's enabling technologies, they can be applied in virtually any environment with knowledge-based outputs. Moreover, they provide an overarching framework for leveraging the full benefits of today's leading techniques for promoting flexibility and innovation, from agile development to real options.



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Reviews

This publication may be really worth a go through, and a lot better than other. It really is full of knowledge and wisdom Its been printed in an exceptionally easy way in fact it is simply after i finished reading this publication by which basically modified me, affect the way i really believe.

-- **Troy Dietrich DDS**

This ebook is definitely not easy to get going on looking at but quite fun to learn. We have read and so i am sure that i will gonna study once more yet again later on. I am very happy to inform you that here is the finest publication i actually have read inside my personal daily life and might be he best publication for possibly.

-- **Sister Langosh**