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# THE SPARK: HOW TO IGNITE AND LEAD BUSINESS CREATIVITY (PAPERBACK)



Pearson Education Limited, United Kingdom, 2014. Paperback. Condition: New. Language: English . Brand New Book. Includes interviews with Gail Rebutck (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,...

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- Authored by Greg Orme
- Released at 2014



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## Reviews

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