



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

By Robert D. Austin, Lee Devin

Pearson Education Limited, United Kingdom, 2003. Hardback. Book Condition: New. 229 x 155 mm. 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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