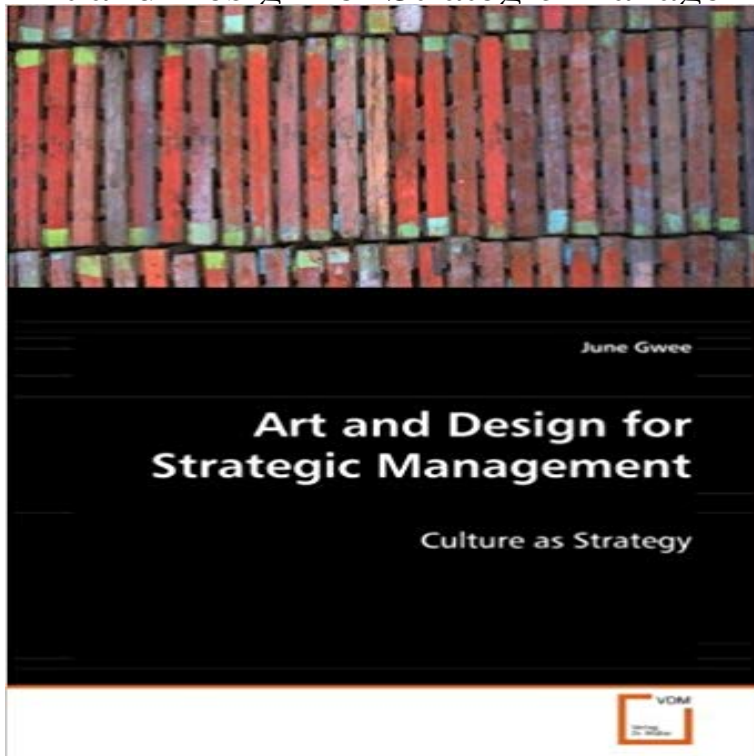


Art and Design for Strategic Management: Culture as Strategy



Globalization and rational economic pursuits are putting a strain on organizations to constantly think up new ideas to sustain their mission. Theories of competition and consumerism are not sustainable in the long run because the needs of people grow increasingly complex. This book offers an alternative approach to organization strategies and management where art and design play strategic rather than supportive roles. A new category of organizational strategy that places culture at its core redefines the role of art and design in the organization. A culture-centric organization focuses on creating meaning and well-being to improve the lives of its customers and community. This adds new depth to management theories and practices where the value of an organization shifts from developing competitive advantage to pioneering innovation for humanity. It also forces a rethink of art and design where they are valued by organizations for their ability to transform, invent, integrate and communicate. This new perspective will be interesting and useful to art and design management practitioners, management executives, educators, and researchers.

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