creative Economy and Beyond:
Art Transforming Apathy into Action
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“Only by investing in the artistry of our humanity
will we create the peaceful, prosperous planet we deserve.”

“Twenty-first century society yearns for a leadership of possibility, a leadership based more on hope, aspiration, and innovation than on the replication of historical patterns of constrained pragmatism. Luckily, such a leadership is possible today. For the first time in history, leaders can work backward from their aspirations and imagination rather than forward from the past. The gap between what people can imagine and what they can accomplish has never been smaller.

Responding to the challenges and yearnings of the 21st century demands anticipatory creativity. Designing options worthy of implementation calls for levels of inspiration and passionate creativity that, until recently, have been more the domain of artists and artistic processes than the domain of most managers. The time is right for artistic imagination to co-create the best and most influential leadership of our planet.

- Nancy J. Adler
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