



## What Poetry Brings to Business

*Clare Morgan, Ted Buswick, Kirsten Lange*

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"Creativity is a means of controlling chaos, finding order. Business and poetry draw their waters out of the same well."

---John Barr, President, Poetry Foundation

"At last there is a book that explores the deep but unexpected connections between business and poetry. Clare Morgan and her colleagues demonstrate how the creative energy, emotional power, and communicative complexity of poetry relate directly to the practical needs for innovation and problem solving that face business managers. There has never been a book on developing managerial potential quite like this one."

---Dana Gioia, former chairman of the National Endowment for the Arts and a former corporate executive at General Foods

What *does* poetry bring to business? According to Clare Morgan and her coauthors, it brings complexity and flexibility of thinking, along with the ability to empathize with and better understand the thoughts and feelings of others. Through her own experiences and many examples, Morgan demonstrates that the skills necessary to talk and think about poetry can be of significant benefit to leaders and strategists, to executives who are facing infinite complexity and who are armed with finite resources in a changing world.

*What Poetry Brings to Business* presents ways in which reading and thinking about poetry offer businesspeople new strategies for reflection on their companies, their daily tasks, and their work environments. The goal is both to increase and broaden readers' understanding of poems and how they convey meaning, and also to help readers develop analytical and cognitive skills that will be beneficial in a business context. The unique combinations and connections made in this book will open new avenues of thinking about poetry and business alike.

Clare Morgan is Director of the graduate creative writing programme at the University of Oxford. She has run workshops and given presentations on this topic in the United States, the United Kingdom, continental Europe, and Japan. Dr. Morgan is a fiction writer and critic, and a Fellow of the Royal Society of Arts.

Kirsten Lange and Ted Buswick are employed by The Boston Consulting Group, an international management consulting firm, she as Managing Director of the Munich office, he as head of Oral History and Archiving.

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