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Summary: New directions in economic and cultural growth will emanate from the creative community, a virtually untapped resource in the business side of corporate America.

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Title: Economic Impetus: Sourcing the next Big Push

by Susan Kirkland

As early as 1993, insiders in creative services noticed a trend in some progressive boardrooms. CEO of Intermedia's Business Publications, Craig Reiss, summed it up in Adweek¹ "Moving into the next cultural decade will not come at the direction or insistence of clients or financiers. It will come from the rejuvenation of creatives trusting their instincts, unleashing their passions, and answering only to those phenomena that defy logical articulation." The next dynamic force to move the culture forward will not be bean counters or brand masters: The impetus for change will come from creatives and their continuing efforts to push man one step closer to perfection.

Corporate America waits quietly for the solution to a soft market and dwindling margins; when all else fails, will they finally turn to their untapped resource? Only if they overcome their middle managers' insane passion for micromanaging and move to an "all ideas encouraged" venue. Time will tell if need will outweigh a company culture's political hesitation. One thing for sure; the executive who fondly refers to his in-house creative department as "the asylum" won't be quick to admit the latest idea for capturing the market came from the inmates. It's up to senior management to nurture an appreciation for creatives, especially those who take risks by proposing innovative approaches to economic challenges. Without the risk takers, economic progress as well as cultural growth will come to a standstill.

¹ Adweek, February 1, 1993; The Big Picture, pp 42.

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