

## CONTENTS

INTRODUCTION	<b>Why Leap?</b>	ix
CHAPTER 1	<b>Tales of a Left-Brain/Right-Brain Thinker</b>	1
CHAPTER 2	<b>Creative Business Ideas</b>	15
CHAPTER 3	<b>Creativity at the Top</b>	33
CHAPTER 4	<b>The Creative Corporate Culture</b>	49
CHAPTER 5	<b>Creativity at the Heart of Business Strategy</b>	71
CHAPTER 6	<b>Do You Know What Business You Are In?</b>	91
CHAPTER 7	<b>The End of Advertising . . . the Beginning of Something New</b>	137
CHAPTER 8	<b>The Entertainment Factor</b>	159
CHAPTER 9	<b>A Structure for Creative Thinking</b>	183
CHAPTER 10	<b>Make the Leap</b>	217
	<b>Website</b>	222
	<b>Acknowledgments</b>	223
	<b>Notes</b>	226
	<b>Credits</b>	231
	<b>Index</b>	234
	<b>About the Author</b>	242