



Leaders in business and art stand to gain a great deal by listening to each other. Thirteen research-based cases demonstrate how software programmers and art curators, financial analysts and orchestra conductors or construction engineers and chefs share aesthetic leadership talents that hold a key to transforming the ordinary into the extraordinary. Each chapter explores aesthetic leadership in a different setting and profession illuminating its universal capacity to create an economy mindful of human needs and desires. Understanding the benefits of this type of new leadership and grasping its hands-on practices of carefully negotiating aesthetics in between traditional management and administration empowers creative project directors to seek bold new ways of changing weary organizations into energized operations. By focusing passion, playfulness, improvisation, intuitive judgement, beauty and sensuality beyond deadlocking dualisms this new type of leadership opens up a third aesthetic way contributing quality, meaning and value to projects and enterprises.

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