



The Creative Professional: A Survival Guide for the Business World

Howard J. Blumenthal

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Creative people are different from everybody else. Their working styles are defined by sprints, not marathons; boundless curiosity; and a desire and capacity to learn, discuss, and delve deeply into new domains and ideas. These are characteristics that any business or organization cherishes, and yet there's often a disconnect between the people with these personality traits and the companies that desperately need their input. *The Creative Professional* helps artists, writers, designers, and musicians fit into the business world, on its terms and on their own. It will help them make (and keep) more money and to stay out of trouble. It also addresses the deeper issues that creative people ought to talk about more often: what happens when the muse just isn't there, and what motivates everyone to do good work.

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