



Art and Creativity in Business

Investing in Creativity Leads to Financial Success

<https://thedirtyeasel.com/roi-for-creativity-in-business/#:~:text=This is why organizations that,how to be more creative.>

Creativity Offers a High Level of Brand-Loyalty

<https://www.linkedin.com/pulse/during-economic-downturns-investing-creativity-more-essential-ryan/>

Creativity in Business Outcompetes

<https://www.fastcompany.com/90902404/the-creative-muscle-why-businesses-should-invest-in-growing-this-capability>

Creativity causes “Brand Hunger”

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2022/05/06/creativity-is-the-only-investment-that-never-fails/?sh=74267cb034aa>

Date shows the arts and creativity wins in business

<https://thedirtyeasel.com/2016/11/state-of-create/>

Anyone in Any Business can get stronger in creative skills

<https://thedirtyeasel.com/2019/04/is-creativity-a-hard-or-soft-skill/>

Art leads to inventions and ideas

<https://thedirtyeasel.com/2019/04/is-creativity-a-hard-or-soft-skill/>

Top skill for business: Creativity

<https://www.linkedin.com/business/learning/blog/top-skills-and-courses/why-creativity-is-the-most-important-skill-in-the-world>

Superior performance in your career? Be creative

<https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/creativitys-bottom-line-how-winning-companies-turn-creativity-into-business-value-and-growth>

Companies excel when they know how to analyze, are purpose-driven, and use creativity

<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-growth-triple-play-creativity-analytics-and-purpose>