The Art of the Matter: Finding Your Marketing Muse

This workshop is based on Greg Stone’s new book *Artful Business: 50 Lessons From Creative Geniuses*, which maps the area where creativity and commerce intersect.

Learn how to describe a product or service in a more compelling way, how to reposition your company or how to find a muse among the grand masters.

For instance, this ad for the Denver Water Authority combines minimalism and abstraction:

![Denver Water Authority Ad](image)

Which famous artist inspired this ad from Mercedes, touting a new radar sensor?

![Mercedes Ad](image)

In this interactive workshop you will discover that Michelangelo and a modern marketing executive, or Botticelli and a brand manager, have a lot in common. You’ll also find inspiration in a colorful display of sumptuous masterpieces.

Greg Stone is a media consultant and independent producer in Boston, Massachusetts in the USA. He blogs regularly for *The Huffington Post* and has published in the *Harvard Business Review*, *Philosophy Now* and *Philosophy and Literature*. He graduated with honors from Harvard College and earned master’s degrees from Columbia University in journalism and business. Greg has also been a frequent guest-lecturer at Harvard Business School. Visit [gregstone.com](http://gregstone.com) for more details.