

IMITATION,
INNOVATION,
IDEOLOGY,
IMAGINATION
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What art of business creation?

An aesthetics of business?
REALLY?



“Academic Art”



Andres Serrano, "Piss Christ" (1987)

Art Is Not About Pleasing People

Maybe business creation
shouldn't be either?

Consider Amazon, IKEA,
Crocs, Grameen...

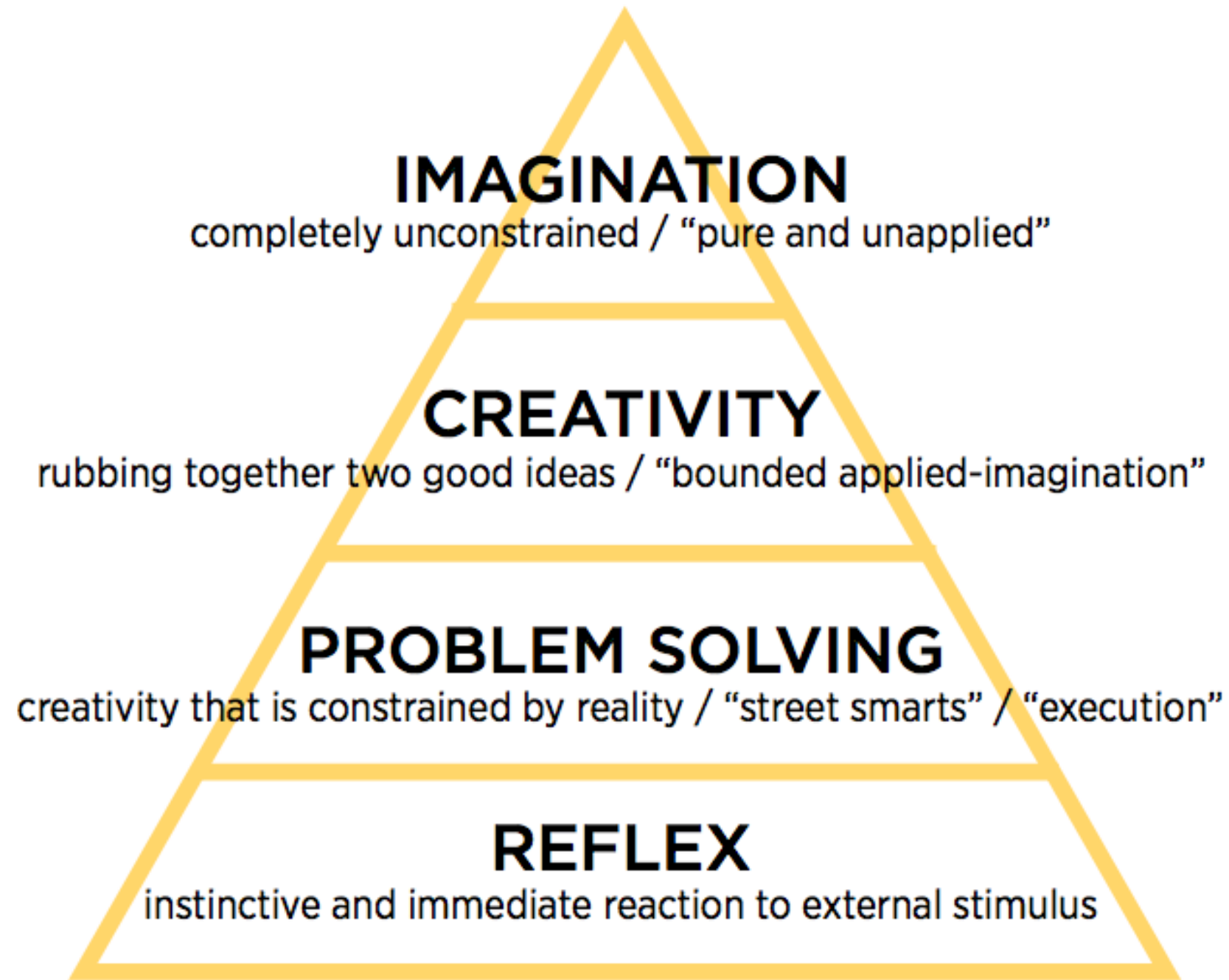
**Prisoners Of Our
Own Best Intentions?**

FUCK FREEMIUM

SCREW SOCIAL

Can disruption be theorized?

Seeing what we
don't want to see



“BRENNAN’S HIERARCHY OF IMAGINATION” / FROM TEDMED 2010 AT THE RWJF PIONEER PORTFOLIO MTG / BY JOHN MAEDA

**Against “best practice”,
“blue oceans”
and the
“knowledge economy”**

Towards The Imagination Economy

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production