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## Lessons from the Road: Musicians as Business Leaders (Paperback)

By Todd Pasternack

Rare Bird Books, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book. It s tough to measure success for something that doesn t exist yetThe language of music meets the language of business in this unorthodox examination of the influences and impact that creativity, improvisation, and collaboration have within an organization.Through interviews with successful business people who also were (or still are) professional musicians, musician/ad tech thought-leader Todd Pasternack takes readers through Lessons From The Road: Musicians As Business Leaders using real-world stories from the road to help today s business leaders find fresh ideas to bring back to their organizations to create innovative products and solutions, build stronger teams, and more quickly connect dots in unexpected and valuable ways.Featuring Interviews with:Rob Avery, Scala, Digitas Health and bass player for BoysetsfireJimmy Chamberlin, CEO of Blue J Strategies and drummer for the Smashing PumpkinsReid Genauer, CMO at Magisto and guitar and vocals for Assembly of DustAnurag Gulati, Uber, Facebook, studio owner and engineerCat Kolodij, Progressive Insurance, guitar and vocals for WorkingMichael Lowenstern, R/GA, bass clarinetNaomi Margolin, Armada Global, vocalist with Sam Moore and Mark Newman BandGlenn Rosenstein, Wealthpoint Financial Group, record label president and record producerDerek Richmond, Prettybird,...



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