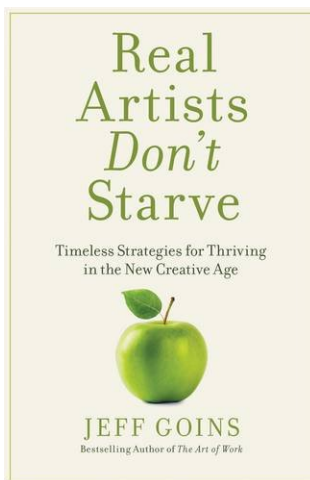


[PDF] Real Artists Don't Starve: Timeless Strategies For Thriving In The New Creative Age

Jeff Goins - pdf download free book



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Author: Jeff Goins

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Description:

Bestselling author and creativity expert Jeff Goins dismantles the myth that being creative is a hindrance to success by revealing how an artistic temperament is in fact a competitive advantage in the marketplace.

For centuries, the myth of the starving artist has dominated our culture, seeping into the minds of creative people and stifling their pursuits. But the truth is that the world's most successful artists did *not* starve. In fact, they capitalized on the power of their

creative strength. In *Real Artists Don't Starve*, Jeff Goins debunks the myth of the starving artist by unveiling the ideas that created it and replacing them with timeless strategies for thriving, including:

- steal from your influences (don't wait for inspiration),
- collaborate with others (working alone is a surefire way to starve),
- take strategic risks (instead of reckless ones),
- make money in order to make more art (it's not selling out), and
- apprentice under a master (a "lone genius" can never reach full potential).

Through inspiring anecdotes of successful creatives both past and present, Goins shows that living by these rules is not only doable but it's also a fulfilling way to thrive.

From graphic designers and writers to artists and business professionals, creatives already know that no one is born an artist. Goins' revolutionary rules celebrate the process of becoming an artist, a person who utilizes the imagination in fundamental ways. He reminds creatives that business and art are not mutually exclusive pursuits. In fact, success in business and in life flow from a healthy exercise of creativity.

Expanding upon the groundbreaking work in his previous bestseller *The Art of Work*, Goins explores the tension every creative person and organization faces in an effort to blend the inspired life with a practical path to success. Being creative isn't a disadvantage for success; rather, it is a powerful tool to be harnessed.

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