



# Creative Business: 10 Lessons to Help You Build a Business Your Way

*Tobias Nielsén, Margrét Sigrún Sigurðardóttir, Dominic Power*

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MAXIMIZE PROFITS... NEVER SAY NO... FOCUS ON YOUR CORE PRODUCT... There are plenty of myths and empty phrases commonplace in the business world. This book attacks and reformulates ten of the most common myths about how to build and run a business. This short book is laid out as a guidebook with illustrative case studies, based on interviews with organizations such as Acne, Filippa K, Funcom, Lazy Town, Murlyn Music and Odd Molly. Anyone who is thinking about starting up or investing in a small business can learn something from this book, but the case studies are from the cultural and creative industries. It shows how you can run a business, get the financials right, and be creative all at the same time. The book is a result of extensive research funded by the Nordic Innovation Centre. The authors are Tobias Nielsén, CEO and senior analyst Volante QNB Research, Dominic Power, Professor Uppsala University, and Margrét Sigrún Sigurðardóttir, Ph.D. Iceland University.

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