Creativity and the Entrepreneur

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Abstract: “...in the long run no really subtle, deep, and far-reaching problems can be solved in any field whatsoever, except by people who are able to respond in an original and creative way to the ever changing and developing nature of the overall fact by which they are confronted.” (Bohm, 1998). Creativity can lead to many initiatives which are relevant to the development of business. This paper begins to explore the relationship between creativity, marketing and the entrepreneurial process.