Abstract: The paper aims to demonstrate the need for creative orientation among companies of all sizes and within all industry sectors, given the levels of uncertainty in marketing decision making and the need for creative managerial judgment. There is a particular need for those organisations within the not for profit and cultural sectors to generate business-like behaviour. The low cost answer may fall within the boundaries of the Marketing and Entrepreneurship interface. Creativity is a driver of competitive advantage in domestic and international markets. It is found in firms of all sizes, but perhaps has greatest impact within the entrepreneurial smaller firm which sometimes suffers severe resource limitations but nevertheless can viably compete in markets given its creative strengths. This paper discusses the origins of the study of creativity, from social psychology to the business discipline. Creativity is discussed as a key competency at the Marketing/Entrepreneurship Interface, linked with related issues such as innovation, vision, leadership and motivation. The benefits of developing creative competencies are presented and a series of recommendations are made for those organisations lacking formal marketing and business competencies, including the larger number of arts organisations and galleries which tend to focus on an art for arts sake rather than art for business sake philosophy. In such organisations, formal business models seem misplaced and difficult to implement. A discussion is presented on how the smaller gallery can also develop creative business behaviour, based on collected evidence from published biographies and related sources of creative individual and organisational behavior.