China’s Creative Imperative

Singapore – May 2008 – No longer satisfied to just being the world’s factory, China is unleashing her creative potential to evolve into the world’s studio as well. The new book by John Wiley and Sons (Asia) Ltd - China’s Creative Imperative: How Creativity is Transforming Society and Business in China traces the journey of contemporary Chinese culture and challenges the existing notions of China’s value on creativity and the creative abilities of the citizens.

Led by Kunal Sinha - Executive Director of Ogilvy & Mather Greater China – the Ogilvy team in China took on the bold task of researching and documenting Chinese creativity through time and across contemporary landscape. An award-winning author, Kunal has won WPP Group’s prestigious Atticus award for original published thinking in the marketing services five times which includes two grand prixes.

“The explosion of creativity in China pervades every class in society and becomes a tool or strategy for social and economic reform. Businesses and individuals alike are profiting from this flood of creativity. It is time for people to reconsider China’s creative potential and embrace the fact that China’s cultural and marketing landscape is fertile for creativity”, says Kunal.

Creative Imperative: How Creativity is Transforming Society and Business in China is a profusely illustrated book that guides the reader through China’s cultural passage from early beginnings and across contemporary society, encompassing music, media, fine art and fashion. Based on interviews and conversations with creative leaders and common people, the book draws a genuine and insightful image of the new China and its aspirations.

“Creative thinking in China is unique as it is more collective than individual, more proactive than reactive, and more realistic than abstract. I hope this book will help erase preconceived notions of what should be in the ‘China discussions’ and better understand and embrace the people of China”, says Shelly Lazarus, Chairman and CEO, Ogilvy & Mather Worldwide.
About the Author:

Kunal Sinha is Executive Director – Discovery at Ogilvy & Mather Greater China, where he oversees the consumer insight & knowledge management function across all divisions of the company. He has spent over 17 years in the advertising profession, mostly in the account planning and consumer insight functions.

He is a five-time winner of the WPP Atticus award for original thinking in the marketing services, and has won the Grand Prix twice. He has been adjunct faculty at the Indian Institute of Mass Communication, and an invited speaker at London Business School, Kent State University, Johns Hopkins University, Peking University and Syracuse University. He was listed in the millennium edition of the Who’s Who in the World, and has authored a large number of papers and articles in academic and business journals, including a paper on Marketing to India’s Underserved Consumers presented at Harvard Business School.

Kunal enjoys leading a double life – in his other one, he has published two books, ‘An Ordinary Traveller’, about travels in south Asia and ‘A Banarasi on Varanasi’, an insider’s perspective on Hinduism’s holiest city. He lives in Shanghai with his wife and daughter.

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