

The premise on which this review was commissioned was that the rise of the new economies poses both a threat and a market opportunity for UK companies, and that the only viable response is to encourage greater use of the nation's creative capabilities. The investigation fully supports this assumption.

While the scale of the challenge appears much greater, and the need to address it more urgent, than most people perceive, there are many encouraging signs of a positive response to meeting the challenge. This review highlights many initiatives and examples. Indeed, the recommendations draw largely upon them, seeking ways in which they can be scaled up to have a national impact.

Given such positive examples, it might be tempting to believe that the UK is already well on course to meet the challenge of much more intense and sophisticated economic competition. That would be both wrong and dangerously complacent. The latent capability is there for UK business – and, hence, for the UK economy – to flourish in the 21st century, but it requires substantial change to bring that capability into play.

I believe that – vigorously pursued – any of the recommendations in this review would have a beneficial effect; taken together, they would make a real contribution to the change required.

This report has been prepared for the Chancellor. It therefore focuses on the things Government can do to stimulate greater creativity in UK business. And, as illustrated, there are several things I believe can be done. However, the real messages are for business. Competition is going to get tougher. In the modern world, the only answer is to be more enterprising and more creative, and this has to come not in response to exhortation but out of enlightened self-interest.

Thanks

I should like to thank the following organisations that contributed to the review. I am greatly indebted for their time and interest. Their views, along with those of many individuals too numerous to list, played a major role in shaping the outcome. However, this acknowledgement should not be taken as implying their support for any of the recommendations: for those, the author takes sole responsibility.

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ISBN 1-84532-108-1

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