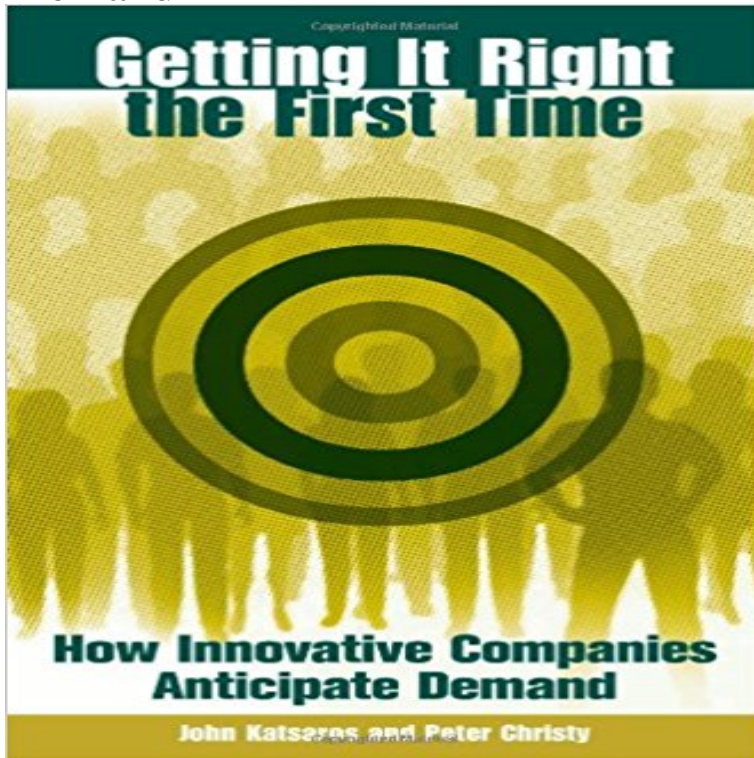


# Getting It Right the First Time: How Innovative Companies Anticipate Demand



There is no doubt that the pace of business has accelerated?products go from concept to release faster than ever, business partnerships and alliances are established (and dissolved) more quickly, competitors react more swiftly to any tilt in the playing field. In *Getting It Right the First Time*, John Katsaros and Peter Christy argue that the most successful businesses will be those that learn to anticipate demand?especially during the crucial 18-to-36-month innovation window. Showcasing dozens of colorful examples of lucrative successes and missed opportunities (from high-tech to financial services to medical devices), the authors present a detailed plan for how you and your company can learn to: identify your top customers, successfully position your company and its products to those customers, and catch emerging trends before your competitors do. Eschewing traditional market research techniques?such as focus groups, polls, and surveys?Katsaros and Christy demonstrate how expert interviews with potential early adopters can help identify your killer app?the function that customers most value?and avoid costly trial-and-error. In a viciously competitive world where your company may have only one chance to score big, *Getting It Right the First Time* provides essential guidance for entrepreneurs, marketers, product developers, and business strategists, and offers new insight into the dynamics of innovation.

Green Artists League GALvanizing Eco-Responsibility Subscribe via RSS HOME ABOUT ALCHEMICAL GARDEN ECOVENTIONS Help Cultivate The Alchemical Garden: An Edible Garden and Art Park at Newburyportâ€™s Rail Trail Posted by erin on April 25, 2011 3 comments The Alchemical Garden site February 2010 GAL is turning a desolate field of weeds into a visually compelling garden that will educate and engage the community for years to come. Located on a 160 x 25 site near the south entrance of Newburyports Clipper City Rail Trail, the Alchemical Garden is a richly layered evolving art and horticulture experience that is accessible on many different levels to the public. Alchemical Garden Plot plan Alchemical Garden is designed to become a model for a sustainable, interactive public garden through the use of symbiotic, low maintenance plantings and recycled materials. The ancient discipline of Alchemy marries art and science and is famously known for transforming a common material into gold. The

Alchemical Garden will lead the community to transform on a number of levels : Alchemical Garden with Spring Wheat "Crop Circles" June, 2011 BUILD COMMUNITY: The Garden creates a gathering space for individuals to form a more intimate relationship with their community. The space is designed with visual features and seating areas to compel passers-by to pause, reflect, and have a multi-sensory interactive experience ( sight, smell, touch, taste, smell) with the garden and the community. Read the rest of this entry Categories: Alchemical Garden, Articulture, Current Events, Projects. Tags: alchemy, art, bike, crucible, ecology, garden, green art, hedge, hyper-accumulating, industry, living structure, Newburyport, permaculture, rail, sculpture, soil remediation, trail, tree guilds.

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