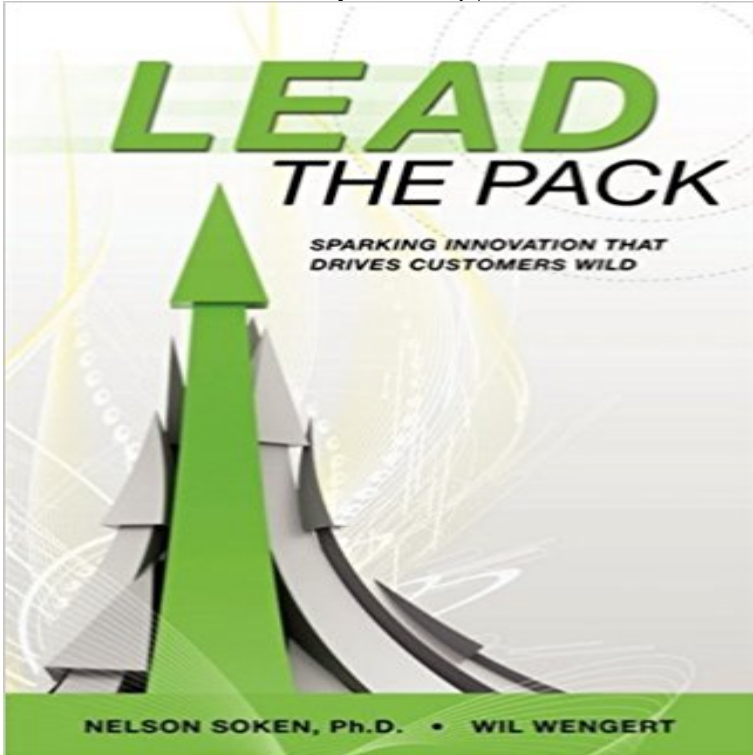


# Lead the Pack: Sparking Innovation That Drives Customers Wild



In *Lead the Pack: Sparking Innovation that Drives Customers Wild*, Soken and Wengert provide an insightful analysis of the psychological factors that influence innovation from the perspective of customers and companies. The business world is fraught with examples of companies that failed or lost market share because they attempted to sell what we make instead of anticipating what you want. Soken and Wengert identify and explore the barriers that make it difficult to break free of old habits and provide the tools to unleash creativity that lead to true innovation. This book takes a deeper look into the human psyche that makes it possible to identify future market offerings that customers often don't yet know they need. The genuine visionary in the marketplace remains competitive by being steps ahead in recognizing emerging customer needs and desires and taking the appropriate measures to counter the deeply inherent resistance to change. Successfully reaching beyond the status quo is the true competitive advantage.

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 Newburyport'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 Newburyport's 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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