



Coolfarming: Turn Your Great Idea into the Next Big Thing

Peter Gloor

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Pursuing new ideas is clearly the way to gain business advantage in the new millennium. But it's not enough to simply chase after ideas that have already happened. To truly benefit, individuals and organizations have to foster the new creative impulses around them. "Coolfarming" shows readers how they, like bee keepers, can nurture exciting trends and unleash their creative swarm's output of 'next big ideas.' This book features real life examples from Linux to Twilight, from Procter & Gamble to Apple. Those who want to stay ahead of the curve and ride a wave of profit need to learn how to find, develop, and popularize the trends of tomorrow. "Coolfarming" is the answer.

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Matthew McDaniel:

Playing with family within a park, coming to see the water world or hanging out with close friends is thing that usually you might have done when you have spare time, and then why you don't try point that really opposite from that. A single activity that make you not sense tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love Coolfarming: Turn Your Great Idea into the Next Big Thing, it is possible to enjoy both. It is very good combination right, you still would like to miss it? What kind of hang-out type is it? Oh can occur its mind hangout men. What? Still don't understand it, oh come on its known as reading friends.

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