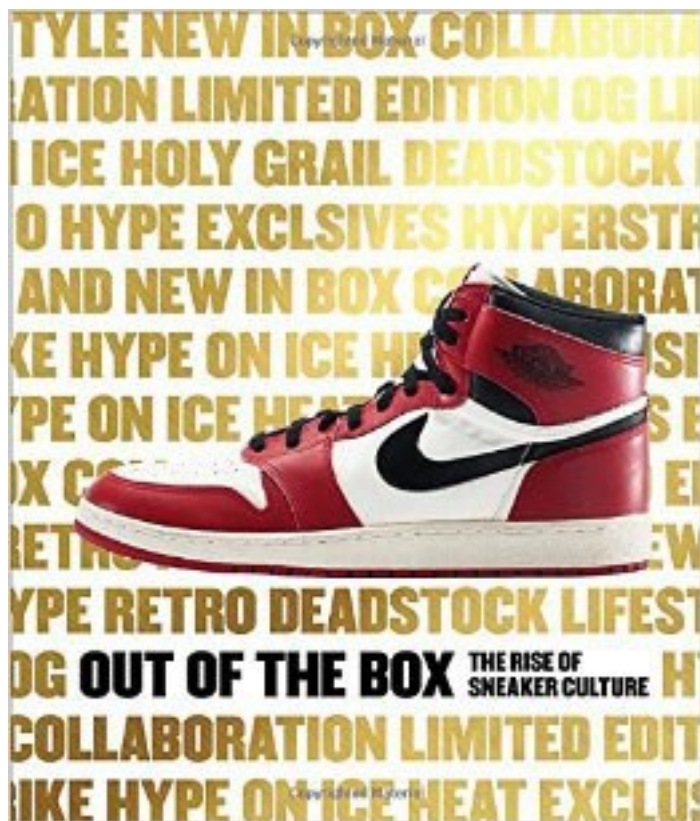


# Out of the Box



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The 21 fairy tales in Gunter Paulis "Out of the Box" prepare companies, executives and their teams to be the pioneering agents of transformation, as well as promising to be both fun and profitable. Each concept is clarified with a concrete, brief business case. Some are successes, some failures. Examples are based on first-hand experiences from 20 different companies, some large multinationals, some small niche players, some venture capital-funded innovation companies operating in Europe, North and South

America, Asia and Africa. Creativity and innovation are not the exclusive domain of the North and the multinational corporation; it also is happening in the Southern Hemisphere. Those executives who embrace these concepts of creativity, innovation and leadership will bring business to the forefront of society, responding to peoples requirements in co-evolution with nature, strengthening culture and tradition, as well as creating a wonderful platform upon which entrepreneurs will thrive, wherever they are in the world.

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