



Everything I Know About Business I Learned from the Grateful Dead: The Ten Most Innovative Lessons from a Long, Strange Trip

Barry Barnes

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The Grateful Dead is one of the most popular bands of all time and they have enjoyed incredible relevance to this day. But let's admit it, they were not exactly poster boys for corporate America. In **EVERYTHING I KNOW ABOUT BUSINESS I LEARNED FROM THE GRATEFUL DEAD**, Deadhead and business scholar Barry Barnes proves that the Dead's influence on the business world will turn out to be a significant part of their legacy. Without intending to, the band pioneered ideas and practices that were subsequently embraced by American corporations. And in this book Barnes shares the ten most innovative business lessons from the Dead's illustrious career, including:

- Creating and delivering superior customer value
- Incorporating and establishing a board of directors early on
- Founding a merchandising division
- Giving away your product for free to increase demand

Above all, Barnes explains how the Dead were masters of what he calls "strategic improvisation" -- the ability to adapt to changing times and circumstances -- and that their success lay precisely in their commitment to constant change and relentless variation. For an extraordinary thirty years, the Dead improvised a business plan and realized their vision -- all while making huge profits. **EVERYTHING I KNOW ABOUT BUSINESS I LEARNED FROM THE GRATEFUL DEAD** will show you how they did it -- and what your business can learn from their long, strange trip.

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Olive Griffin:

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