



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, one of the most popular bands of all time, still enjoys incredible relevance to this day. But let's admit it, they weren't exactly poster boys for corporate America. Or were they? For an extraordinary 30 years, the Dead improvised a business plan-all while making huge profits and pioneering practices subsequently embraced by the business world. Now, business professor and lifelong Deadhead Barry Barnes shares the 10 most innovative business lessons from the band's illustrious career, including: creating and delivering superior customer value; implementing a flat management structure; sharing your content; and more. Barnes shows how the Dead were masters of "strategic improvisation"-the ability to adapt to changing times and circumstances-and that their success lay in their commitment to relentless variation. EVERYTHING I KNOW ABOUT BUSINESS I LEARNED FROM THE GRATEFUL DEAD teaches readers how they did it-and what any business can learn from their long, strange trip.

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