



The New Alchemists

Charles Handy, Elizabeth Handy

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The world needs new ideas, new products, new kinds of associations and institutions, new initiatives, new art and new designs. But these new things seldom come from established organisations. They come from individuals - the New Alchemists. What drives people to create something from nothing? Is it ambition, the need for self-fulfilment? Is it to do with money, power, or even genes? Is there a mood of the time that encourages people? Can anyone do it? Charles Handy has talked to a range of extraordinary characters - from Trevor Baylis and Richard Branson to Jane Tewson and Terence Conran. And Elizabeth Handy has used her new style of composite portraits to highlight aspects of all the different alchemists in their particular environments. *The New Alchemists* is a fascinating and inspirational investigation into the creative and entrepreneurial process.

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