

Innovation

THE LANGUAGE OF CREATIVITY

The World's Most Expensive Dinosaur Food

THE INNOVATION ADVANTAGE

FORWARD-THINKING • ENTREPRENEURIAL • BOLD
• SURPRISING • VISIONARY

Recently, while browsing in a gift shop, I saw a small package of Dinosaur Food on the counter. The label showed terrified little kids running from a T-rex, mouths open in fear. It included a candy that looked like worms and I knew my kids would love it.