

# INNOVATING EMERGENT FUTURES



## **BONUS BOOK MATERIAL**

Dear Fellow Innovator,

Thank you for buying our book and being a part of our effort to evolve new innovation practices.

It is wonderful that you have followed our little crow friend to this bonus book material.

You followed her as we all follow emerging innovations from their unintended potentials sideways into the new. When writing this book we asked ourselves: *What happens when we have a physical book and develop a digital extension of it?* This bonus material is the result.

Naturally this question was only the beginning. As this book is only the beginning. We've realized that many of the concepts in this book require more — much more detail, explanation, and most importantly, further exploration with disruptive innovators such as yourself.

That has led us to write dozens of articles and blog posts that take the concepts in the book to a much deeper level inside the crows nest — between the twigs and moss, and bits of old cassette tapes, than we previously considered.

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We never intended for the bonus book material to evolve this way (we imagined something shorter with perhaps an extra diagram). As with all innovation, we did not pre-plan the outcome - it emerged as a result of our doing and creating this ongoing work.

And the unintended extended beyond essays and blog posts: because where we haven't yet written more about these topics we've created audio files. These are us riffing in real time on topics that require further exploration, and more contemplation but had not (up until this writing) been developed into texts. We share these here with you as audio files — perhaps the beginnings of a podcast sometime down the line.

Enough about the process! We hope you enjoy the bonus material we've prepared for you. If you have any questions or feedback about any of our work or concepts, please, be in touch.

Keep your difference alive,  
Iain Kerr and Jason Frasca  
[Emergent Futures Lab](#)

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