

Serendipity

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Tippex, Post-its, Penicillin, band-aids... all were huge successes and all of them came about by accident. Serendipity is defined as a valuable discovery arising from an accidental event, but in truth it is much more than that. Work, faith, perseverance, hope... even a sense of humour is important when we begin a project with no fixed aim in mind. An inspirational book about creativity and innovation that will engage and enthuse the reader.

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