



## *What.. Accelerate My Innovate?*

By Kurt von Schleicher

I want to talk to Christians who feel some trepidation about stepping out in faith. I also want to talk to everyone else who have inborn gifts and talents, but are not quite sure how they can employ them to the extent that they were meant to be used.

Do you believe that you have gifts that can be used for the glory of God? For us guys, it would be a terrible thing to have tools in the garage and never use em. How would you ladies feel to have a high-end HGTV kitchen with all the bells and whistles if you will, but then decades pass and no one in the family ever tries to cook anything?

"Kurt, you talk of God-given gifts but those He allegedly gives them to really make me nervous. I really wouldn't mind not using the kitchen just as long as my man takes us all out to restaurant row daily!"

Listen, some of those who claim to have gifts also make me feel the same way.

OK, perhaps you feel that in order for you to become a real Christian, you must be A.) Southern, B.) Have a thick drawl or twang, C.) Wear a white Armani suit with a diamond pinky ring flashing out the glOoorAy. D.) Go up on your toes when you shout, even though it might be more appropriate to just talk normally. You know, "Ba Haaaailed" (Smack-down on forehead)! E.) You must function semi-anatomically just like some of the other Christian clones around you (many are not at all).

You don't have to be like that or like me. God just wants you to be yourself and use what He gave you minus sinning.

Been thinking 'bout innovation lately and how I might encourage you in this direction. Sure can find the word even the newer translations of the Bible, but you can find many Spirit-led innovators.

I say yes, you as a very unique person, do have unique gifts inside, but please don't use em for your own aggrandizement or just let em lay dormant your whole life only to be way-surprised later by what God could have done with em through you.

I want drive it home that you indeed be innovative in Him without violating authenticity, personal convictions, or inner conscience. He Himself is a creative person with a capital "C." Just look around you!

Sure He is!

Let me brag on our wonderful Creator some? I love to get up early before the sun rises, or go outside right as it's sinking into the horizon where heaven meets earth, and then just watch all the colors come to life! You and I can not paint like He does!

And He's no a plagiarist—He's never into copying other artists. He is altogether unique, lovely, wonderful and thoughtful—His ways are SO high—they're much, much higher. Before any of this around us was, He already had it in mind and had the ability to produce is exactly as He wanted it. INNOVATIVE!

Indulge me a bit more here...

Our God is also very faithful, incredibly gracious, extremely good, hugely loving, amazingly patient, fiercely holy, uncompromisingly righteous, tenderly gentle, winsome in personality, exceptionally kind, sturdily unchanging, stronger than all others, deeply merciful ..and He is also enthusiastically inventive!

He had you in mind when it went to work on it all. You know what I'm talking about! Man, just look around you at the splendor of His beautiful creation!

Before sin was, before smog was, before corruption was, before sickness and disease and hunger and problems.. there was His Majesty with picture perfect harmony and flawless perfection!

Christian, you and I would do well to become imitators of God and of His innovative impacting churches down here as well (See [Eph. 5:1](#), [1 Thess. 2:14](#)). He's in em. I'm not saying be worldly at all as some churches have become ..or even trendy for trendy's sake. I'm saying be connected, be a doer of good, be genuine and imaginative. Take wise risks for the Kingdom of God that address real world needs! Inert fearful negative thinkers always griping up a storm, accomplish nothing!

Question: Why not imitate the Lord every single day? There's really no reason not to! You know that anytime you follow a pattern that is not cut from the main pattern, you will actually deviate some from the master plan. But going back to the Original Example is always the best!

Be done with that uncreative lying counterfeiter, Lucifer!. Be done with anemic religion, with selfishness, with your old ways and obeying your old man (your fleshly nature). Be made free and think right—biblically! Have a fresh new cognitive way about you ..especially in the areas of worship, discipleship, fellowship and personal evangelism!

*"Hell will be sadly inhabited by those who through thousands of little daily acts have elevated self above God." ~Clyde Kilby*

Do you enjoy watching (and participating with) creative churches as they regularly feed the flock and hit the streets? Fun! Do you associate with creative business people who have a passion for the Lord and for lost individuals? More fun!

**Check it out.. contrary to popular belief, people (yup including us Christians) don't create anything from nothin', we merely recreate—we basically assemble from already created things.**

*"The human mind has no more power in inventing a new value than of planting a new sun in the sky." ~C.S. Lewis*

Never forget the two different terms used in the Bible for "create." Remember that Man cannot "bara" a thing (create something from nothing), but man can "Asa" things (assemble from created materials). We can indeed express unique ingenuity in our artful assembling though.

Christian, your life down here is kinda like a blank canvas if you will. Why leave it that way when you have freedom to do a new thing in His Way? He's the ultimate Painter and your choices do matter in this, but

remember God wants you to utilize your sanctified creativity to glorify the Lord as you cast down arguments and ideas that run contrary to sound doctrine (2 Cor. 10:5).

Of course it would be a good thing for you to be innovative some, in fishing for people under the Lordship of Jesus who cares for em much more. He is the Chief Fisher, learn of Him!

We all can warmly adapt to different people with different approaches in our changing situation or society, instead of becoming rigid, inflexible and cold.

*“My father was not a complicated man.. I think Dad was an easy read. He didn’t want to be complicated. He was always straightforward, never devious.. We always ate dinner late, because Dad worked late at the studio. He would tell about what he was doing, but he also wanted to know about our lives, too. And he would listen.” ~Diane Disney Miller  
daughter of Walt Disney\**

*"The joy is in creating, not maintaining." ~Vince Lombardi*

*“Innovation is the ability to see change as an opportunity - not a threat” ~Anon*

## ***1.) When it comes to ministry, methods must change!***

Too many times the Church has been guilty of answering questions that the world is no longer asking. What do we do? We have a tendency to cloister together in fear of being tainted. We hunker down in our safe holy huddles to the point of being ignorant and out of touch with what the secular thinker’s current needs and thoughts are all about.

God isn’t into us copying everything the world does new! Listen UP!

And in using your imagination, I am not talking about meditation on nothingness, or about creating stuff via merely *“confessing it,”* or even about merely *visualizing it into physical existence* ..as many so called Christian leaders from some mega churches have taught us to do.

I am also not talking about ignoring your authorities or rebelliously transgressing the laws of your land to pull something off (in some countries there are some bad laws stating that Christians must never verbally share the Good News with others and we must obey God first. We have a higher authority to answer to).

I am not talking about becoming a seditious or divisive troublemaker who can’t work together with others who are on the construction team rather than on the demolition crew.

I am talking about not being put in a weird cookie-cutter-mold by this world’s system or by other so called believers who are graceless and religious in a bad sort of way.

I am talking about joyfully obeying the Lord day in and day out .. graciously, regardless of what some so called Christians or leaders.. who hold long legalistic lists that you must line up with ..have to say in regards to how you **“MUST BE** in order to please God.”

Yeah, especially when that particular issue that they site you on like some harsh policeman would, is not even clearly addressed in the Word. God knows you thoroughly and is there to help you set personal convictions.

I’m talking about you becoming a lighthouse beacon if you will for wandering ships 'bout to go down.

How? By allowing the supernatural peace, passion and power of Christ to rule as an umpire on the inside of you!

I talking about you using your time, talents, training, and treasure wisely for edify others in loving ways that perhaps, are not already being utilized by countless copy-cat Christians. Listen preacher, second hand sermons can stink!

God says, ***“I am against the prophets, declares the Lord, who steal my words from one another”*** (Jer. 23:30).

Can you be liberated and help others become liberated.. with whatever it takes short of spiritual compromise! Martin Luther did that in firmly religious Germany after going to the Word Himself.

Can you pre-imagine what that carnal saint or sinner that you meet on the streets would be like if he or she was fully committed to the living Word of God? I'm not talking about you being their fashion police with a billy club.

Are you a dull church-clone or totally filled up with the Holy Spirit, yes with His revival-fire? Got hope in believing that God can transform even the most hopeless cases among us into new creatures yet? Listen, He did that with me!

You know that our world, that's rapidly headin' south in so many ways is already being saturated lamer and lamer trashy stuff. But the entire church and counter this. First with separation, then with mobilization, then with truth permeation and Gospel saturation.. with holy infiltration that rejects vain cloisterization!

*“Now may the God of hope fill you with all joy and peace in believing, that you may abound in hope by the power of the Holy Spirit.”* ~Paul, Romans 15:13

*“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.”* ~William Pollard

*“How can we keep this customer happy?’ How can we get ahead in innovation by doing this, because if we don't, somebody else will.”* ~Bill Gates

How can God ever use you to assist people if you are not willing to take one step out of your comfort zone? We all take baby steps at first 'cause we start out as baby Christians and then, as we abide in Jesus sowing to the Spirit, we then start to abound like an overflowing cup. God is the One who makes us fruitful.. 30, 60 and 100 fold!

Passivity with a divided heart, a misaligned vision, a stiff necked stubbornness, a tepid-warm inner temperature and a half-full existence won't impact a flea! Ardent singleness of vision will do more! We each decide.

What will we make of our clean communication, our careers, our hobbies—our family lives unto the glory of God? I say discover a need still left all alone unattended ..and by God's power, wisdom, innovation ..be used of Him to meet it! Scratch the itch that itches.

I say clear communication, prayerful concentration, an uncommon bravery, a certain kind of discrimination with non-preferential determination impacts lives! Are you connected to a godly discernment in Jesus.. His keen insight, His organization acumen, His humility in hearing and studying, a can-in-Him-rightly-do attitude, and having a kind of inner hunger for intimacy with the Father? These things are essential for good innovation!

## ***2.) Remember the Gospel Message is never to change ..for God doesn't!***

Don't be into change for change's sake. Let's be innovative wherever we can be in helpful ways, so that those around us will get past the familiarity-blindness that quickly sets in from outside influences of charismania ..or from other Hollywood-message-saturation. I mean your neighbors are being hammered with evil and clever group-think that doesn't work for em.. with liberal theology that's so out in left field.

We have so many tools at our disposal that many of us haven't even touched or righteously maximized yet! Bypass the mediocre tools and go for excellence! Innovate technologically if you can while remembering that there's a lot of new fangled devices that you simply don't need.

Innovate with whatever gets the job done right. Innovate together with innovators! Innovate with the arts, drama and music still (but that stuff is never allowed to take preeminence over the Word or worship in our services). Innovate with clean design, with your presentations at work, with different languages in different cultures.

We can choose to be pioneers. You can opt for something ground-breaking and pull it off with some help, but let's all remain straightforward, courteously, attentive and take interest in what's important to our neighbors.

Back in the day many Christians thought the new technology of radio was the devil's tool, but hats off to Mister Rader who turned it into a successful evangelistic medium.

Paul Rader (1879-1938) was a pioneer of Christian radio. Before becoming a famous evangelist, he was a cowboy, a football coach, and a decent boxer. He pastored the Moody Church of Chicago from 1915 to 1921, and then in 1922 Paul started the Chicago Gospel Tabernacle on Chicago's north side. The 5,000-seat "steel tent" was erected to house a summer evangelistic campaign. And the crowds kept filling it, the structure was enclosed and the evangelistic ministries of the "Tab" became a fixture of Chicago fundamentalism in the 1920s and early 1930s. Rader utilized every means at his disposal at the time to help draw people to hear about Christ and His Gospel. He even used that wild jazz music.

Listen, in spite of all the aberrant preachers out there, can you even imagine how many seeds have been planted in hearts through this medium and how many people have been reaped into God's Kingdom with the radio?

Today, a quick search with your radio dial anywhere in the United States will almost certainly find an evangelical Christian singing, preaching, or talking about Jesus (might not be like this a whole lot longer). Focus on the Family airs on over 2,000 radio outlets, and the preaching of John MacArthur, Charles Swindoll, and the late J. Vernon McGee is broadcast thousands of times each day around the world.

Hats off to the movie guys too. I love to read about the first filmed passion plays. The Internet Movie Database lists four of em from 1897 to 1898 including one film by inventor Thomas Alva Edison. At first those experimental films were short and fit on one film reel. Eventually filmmakers started making longer films about Christ and some of them were the first features.

It was in 1907 that a multiple-reel film came to be called "a feature" when Adolph Zukor distributed Pathe's three reel Passion Play. Then in 1912 came "From Manger to the Cross." It was "the first American feature and much of it was shot in Palestine and in Egypt.

We need a heads up from the Lord from time to time just to keep our focus and to hear Him.

*"We must beware of needless innovation, especially when guided by logic." ~Winston Churchill*

*"Mr. Edison, please tell me what laboratory rules you want me to observe." Edison: "There ain't no rules around here. We're trying to accomplish something!" ~ M. A. Rosanoff*

### ***3.) Be open to the leading of the Holy Spirit!***

Maybe you can come up with some new methods or ideas that can add value to the Church or to people's lives. It would be interesting to see who made the first Christian ministry website huh. **Maybe God would lead you to do something stylistically or in some other way that would be unlike what other Christians are**

**doing anywhere. Again, not talking about getting away from the exposition of the Bible here ministers. But don't be afraid to imagine a new approach or dream a little!**

Perhaps you can work to perfect something.. to gain some expertise or to better steam-line a clunky process, or to eliminate the unnecessary in what's bulky. But hey, let's plant only what God wants planted. Let's build only what God wants built and then foster such innovative thinking His way for those around you who also have potential.

*“Unless the Lord builds the house, they labor in vain who build it; unless the Lord guards the city, the watchman stays awake in vain.” ~Psalm 127:1*

It might take more planning, or a loyal team, or some godly mentors and more quiet time alone with thee Mentor, but if it's worth doing, it's worth doing right! Yeah, hanging with innovative godly friends won't hurt anyone.

Got lost and saved friends that you want to engage? I often like to start conversations with some not-so-personal questions. We don't merely be about broadcasting a Message only, this is the day for having two discussions too. That helps.

Is there a way to say old truth in a new way without compromising the original intended meaning? Is there a way stay something extra clear, or to ask certain questions, or a way to cast good seed out farther that ever before—you know, to enlarge your circle of love to include more people and yet to maintain the quality of community with your close friends who have always been there for you?

What did the author mean to say to the original audience? That always a good question. What did it mean to them back then and is there any take-aways for us in this generation—is there transferable truth to be wisely applied now?

Pray about it, this might be a way to safely get innovative with Social Media. Have you gone public for the Word of God in your accounts yet? Why not? Jesus warned against denying Him publically, but also spoke of what He would do if you didn't saying, ***“Therefore whoever confesses Me before men, him I will also confess before My Father who is in heaven. But whoever denies Me before men, him I will also deny before My Father who is in heaven”*** (See Matt. 10:32-33 and Lk. 12:8, nkjv).

Yes, this is not the time to be cyberly ashamed of the Gospel for we might not always have these resources available. Have you ever asked yourself why so many firms and churches are now hiring above reproach “social media evangelists” who ain't at all afraid of “living in public” socially? I call em e-trust agents, cyber relationship builders, clean speaking geek-conversationalists, alpha-web-influencers, godly opinion-leaders, righteous internet mob-gatherers and cyber seed throwers. Wouldn't it be way-cool if all of em had a heart for ministry unto the Lord first and then to others? Awww the beautyness! Well, here are some reasons why they are hiring...

*Social Media has overtaken porn as the #1 activity on the Web. Double yeah!*

*Did you know that one out of every eight couples that were married in the U.S. last year met via social media? It's true.*

*Yo, if Facebook were a country it would be the world's fourth largest country between the United States and Indonesia.*

*Did you know that the fastest growing segment on Facebook is 55-65 year-old females. Wonder why? People everywhere need loving community!*

*One in six higher education students are enrolled in online curriculum.*

*Some individuals using Twitter have more followers than the entire populations of Ireland, Norway and Panama.*

*Did you know that 80% of Twitter usage is on mobile devices.. people update anywhere, anytime, about anything (sometimes TMI). Now imagine what that means for bad customer experiences, Mister business owner, and also for those who use LBS mobile applications such as with Foursquare.*

*Listen, 25% of search results for the World's Top 20 largest brands are links to user-generated content and 34% of bloggers do post their opinions about products and brands.*

*Hulu has grown from 63 million total streams in April 2008 to 373 million in April 2009. NEWS FLASH: What happens in Vegas stays on YouTube, Flickr, Twitter, Facebook etc.*

*Years to Reach 50 millions Users.. via Radio? It took 38 Years. Via TV? It took 13 Years. Via Internet. It took only 4 Years. Via iPod. It took 3 Years. Via Facebook. Well, they added 100 million users in less than 9 months.*

*Did you know that comScore indicates that Russia has the most engage social media audience with visitors spending 6.6 hours and viewing 1,307 pages per visitor per month – Vkontakte.ru is the number one social network.*

*How about iPhone applications? They hit 1 billion in 9 months. The number two largest search engine in the world is YouTube.*

*What percentage of companies are using LinkedIn as a primary tool to find employees ....well, 80% are.*

*There are over 200,000,000 Blogs and 54% equals the number of bloggers who actually post content or tweet daily. Talk-acceleration? Word of mouth has now become world of mouth on the world wide web! Do ya like that kinda speed? It's a new day Christians, especially for those who pray and have with Somethin' to say (all need to be prepared to give an answer from the Word).*

*Wikipedia has over 13 million articles.. and some studies show that it's more accurate than Encyclopedia Britannica. Did you know that 78% of these articles are non-English? Sure!*

*Do you grasp that 78% of consumers trust peer recommendations while only 14% trust advertisements.*

*Yes, they already know and they trust their peers offering them advice using social media more than their TVs now—only 18% of traditional TV campaigns generate a positive ROI. Yes, 90% of people that can TiVo ads do.*

*So an earned credibility factor really matters—PLEASE think about what all this could mean for social media seed sowing and even reaping. I've got one friend named Sean who has set up an entire network and full time nationwide ministry online receiving chats from lost teenagers. He buys up radio and TV spots on secular channels to cast seed and then the chats come pouring in at all hours.*

*Did you know that 25% of Americans in the past month said they watched a short video...on their phone? Duh!*

*People are getting their info elsewhere instead of conventional traditional ways. I can't even remember the last time I saw a hardcopy-newspaper.*

*According to Jeff Bezos, 35% of book sales on Amazon are for the Kindle when available and 24 of the 25 largest newspapers are experiencing record declines in circulation. We don't look for news anymore ..it aggressively seeks and finds us ..online. And it often makes me feel sad that our nation on multiple levels is in decline, but I didn't use to follow the news as much. It is following me trying to tackle me.*

*Soon we will no longer seek out the products and services we invest in, cuz they will also seek and find us via social media. More than 1.5 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook daily now! It would appear that the really successful companies in social media act more like Dale Carnegie and less like David Ogilvy ..listening first, and then accurately selling to meet a need second. Wouldn't politicians and ministers who use social media be wise to also listen up and engage people first so that they are not addressing a need or a question from yesteryear ..that no longer is on the minds of the people? Why repond to what people don't care about anymore? It goes on an on and soon faster than typing and audio commands.*

I like looking at the life of innovative Hezekiah with his reforms against idolatry. His name means "The Lord is my strength." In an honest and kind gesture of concern, he invited the people of the northern kingdom (Israel), who had been under Assyria's power, to join him in celebrating the Passover (See 2 Kngs. 18.1-8; 2, Chr. 29.1–31.21). But get this.. he invited those of the Northern Kingdom for a passover after they had not celebrated one in centuries. It all worked out great!

I also love looking at the life of King David. He bravely fought the enemies of Israel in unique and wisely-clever ways. Do you remember how he and his men took Jerusalem?

His son Solomon was also pretty innovative when he went to build the Temple.

Nehemiah was innovative with his wall construction of testimony, as he and his men fought off the enemies during construction.

How about the innovations of Joseph when he stored food and used it later to save the world. He wasn't afraid to dream. God led him in all this and it actually got him promoted to number two in Egypt. A man's gift will make room for him.

Do you remember reading about Paul on Marshill or remember how Jesus Christ barrowed a simple boat from some fishermen to do some preaching along with fishing.. but not for fish?

Check out innovative Jesus all through the Gospels. With H2o. He made it, calmed it, went board-less on it ..walking on waves, and He even turned it into wine. But for a drinker like me, He turned wine into living water! Christ was innovative in rescuing people.

You know it wasn't until an innovative, Four A rated surfer named Randy Zigar witnessed to me about the Message that I got saved.

Jesus was indeed innovative—still is.

*"Too much of our work amounts to the drudgery of arranging means toward ends, mechanically placing the right foot in front of the left and the left in front of the right, moving down narrow corridors toward narrow goals. Play widens the halls. Work will always be with us, and many works are worthy. But the worthiest works of all often reflect an artful creativity that looks more like play than work." ~James Ogilvy*

*"He who would be a man must therefore be a non-conformist." ~Ralph Waldo Emerson*

*"Sensible and responsible women do not want to vote." ~Grover Cleveland, 1905*

Ok, so what are some enemies or obstacles of innovation? What can dampen all enthusiasm in this area or can literally kill it off?

1. **LAZYNESS**—*wimping out, totally giving up—“Man, I did my part. I tried and I tried and it's just no use.” But did you first pray about it?*

2. **WICKED CLOSE COMPANY**—*wrong best friends. Christians can flourish in a loving committed community of faith and God-inspired innovation.*

3. **BAD ATTITUDES THAT ARE FESTERING INSIDE**—*have this mind in you which was also in Christ Jesus.*

4. **THE NEGATIVE THINKING THAT TURNS INTO WORDS**—*“We tried that before and it didn't work.” Hey technology and other things have advanced pretty rapidly it would seem, now making possible many things that couldn't be done before—what wouldn't even begin to work before.*

So what's needed? Believing prayer, attempts even with complexity, then injecting an elimination process (it works or it doesn't, use it or lose it). One benefit to aging is discovering so many things that just don't work.... with persistence--these things are at the heart of innovation. Many have heard the story of Thomas Edison's many failures before inventing the incandescent light bulb. A young reporter once asked Mr. Edison if he felt like a failure and shouldn't just give up after repeated failures. Edison replied, **“Young man, why would I feel like a failure? And why would I ever give up? I now know definitively over 9,000 ways that an electric light bulb will not work. Success is almost in my grasp.”** And soon thereafter, approaching 10,000 attempts, Edison succeeded. He invented the incandescent light bulb.

Have a prayer request or some questions about knowing God ..and how to properly walk in Jesus Christ? At [fish4souls.org](http://fish4souls.org) click **“Contact”** and let us know! Perhaps we can help. Follow.. [Facebook.com/ShareJesus](https://www.facebook.com/ShareJesus) or at [Twitter.com/kurtwvs](https://twitter.com/kurtwvs)

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Read More [Fish4Souls.org](http://Fish4Souls.org) stuff!

\*Mr. Walt Disney and some of these people I quoted above might not have been Christians, but hey, if we know the Word, are humble and discerning, there are some things that we all can learn from hardworking lost but innovative people too. Check out what I'm saying for yourself here. I don't claim the credit for all the stats. Read and see what these other peeps below have said:

Read: Grunwald Associates National Study – Info highlighted on Trendspotting Blog

Read: McKinsey Study also posted by David Dalka

Read: First Stats: United Nations Cyberschoolbus Document

Facebook Stat: Mashable

iPhone Stat: Apple

Read: Facebook stats

Read: TechCrunch stats

Read: comScore stats

Read: U.S. Department of Education Study

Read: Jobvite Social Recruitment Survey Note: 80% will use social networks in their assessment. 95% will use LinkedIn in their assessment. When we revise the Video needs to be updated changing “their” to “a” primary tool need to see if we bump 80% to 95%

Read: Inside Facebook Blog

Read: Twitter & World Population Data

Read: Attempting to relocate

Read: Metro Newspaper

Read: TGDaily

Read: [www.wikipedia.org](http://www.wikipedia.org) - calculated based on # articles per language category

Read: China Internet Information Center, Technorati, Wikipedia

Read: ClickZ Stats SES Magazine June 8 page 24-25 Chris Aarons, Andru Edwards, Xavier Lanier Turning Blogs and user-Generated Content Into Search Engine Results

Opinion, not a statistic

Calculated based of Wikipedia article data found at [www.wikipedia.org](http://www.wikipedia.org)

Read: TechCrunchThis says 4 weeks so I may have been a little off here as my source at Facebook had said 2 weeks adjusted above

Read: Marketing Vox and Nielsen BuzzMetrics SES Magazine June 8 page 24-25 Chris Aarons, Andru Edwards, Xavier Lanier Turning Blogs and user-Generated Content Into Search Engine Results

Read: Universal McCann's Social Media Research Wave 3

Read: July 2009 Nielsen Global Online Consumer Survey (actually 90% now – updated above but video still shows 78%)

Read: "Marketing to the Social Web," Larry Weber, Wiley Publishing 2007

Read: Starcom USA-TiVo

Read: Nielsen

Read: Solutions Research Group

Read: Henry Blodget Silicon Alley Insider <http://www.businessinsider.com/henry-blodget-kindle-sales-now-a-shocking-35-of-book-sales-when-kindle-version-available-2009-5>

Read: Yahoo Finance

Read: Socialnomics and see <http://www.youtube.com/watch?v=sIFYPQjYhv8>

Inaccuracies? Don't think so. Know better/more? Talk at me. I'm listening.