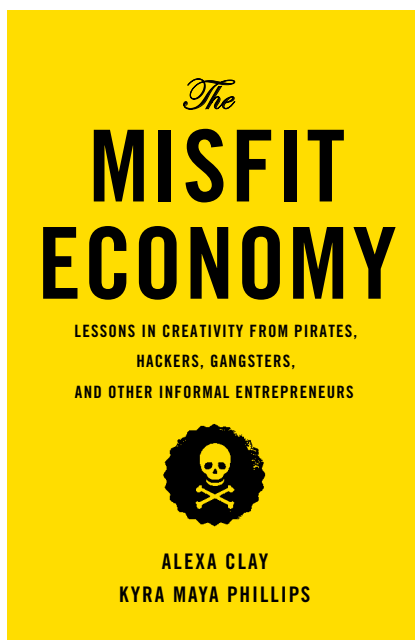


**THE MISFIT ECONOMY** is an exploration of the fringe side of innovation. It is about the gangsters on the corners of rough New York City neighborhoods, the young hackers on the digital frontlines, the pirates of the 18th century high seas. From our “misfit academy,” you will learn how to think like some of the underworld’s most creative, innovative and forward-thinking individuals.

A Nigerian spammer has told us that you’ve been pre-approved for a free talk about **THE MISFIT ECONOMY**. Congratulations!



To kick things off with a bang, we’re offering select organizations talks and workshops in exchange for bulk pre-orders placed between March 1st and June 10th.

+ For 100 books, we’ll throw a lunchtime brown bag at your office

+ For 500 books, we’ll present a talk and run a 3-hour-long workshop

+ For 1,000 books (or more!), we’ll present a 40-minute talk, half day workshop, and bring one of the misfits from our book to your office for an intimate Q&A

# INNOVATION ON THE FRINGE

Our talks and workshops are dynamic, fun and engaging. Here are some of our current offerings, though we can tailor them to your particular needs for deviance and disruption:



+ Pitch Like a Con Artist



+ From Bowie to Lady Gaga:  
Create your Own Alter Ego



+ Think Like a Pirate: How  
To Drive Collaboration



+ Pop-Up Cult Creation:  
Lessons in Rapid Prototyping



+ Hustle Like a Gangster:  
Making Something Out of Nothing

**At our workshops, we will help you to unlock your inner misfit, radically shifting your mindset. Through inhabiting diverse personas - a gangster, a pirate, a hacker, or even a camel milk trader - you'll learn to solve major innovation challenges like each misfit would. We'll explore how historic pirates built an unbreakable culture of fraternity and collaboration, how gangsters build lean and facile start ups, and how cult leaders create meaningful brands.**

**Interested? Talk to us:**

**[hello@misfiteconomy.com](mailto:hello@misfiteconomy.com)**

**[www.misfiteconomy.com](http://www.misfiteconomy.com)**

As featured in:



**THE MISFIT ECONOMY**