

surterra wellness fort lauderdale

Surterra Wellness Fort Lauderdale: Your Guide to a Relaxing and Rejuvenating Experience

Are you searching for a top-tier wellness experience in Fort Lauderdale? Look no further than Surterra Wellness. This isn't just another dispensary; it's a destination offering a sophisticated and informative approach to cannabis-based wellness. This comprehensive guide dives deep into everything Surterra Wellness Fort Lauderdale offers, from its product selection and knowledgeable staff to its convenient location and overall atmosphere. Whether you're a seasoned cannabis consumer or a curious newcomer, this post will equip you with all the information you need before your visit.

Understanding Surterra Wellness Fort Lauderdale: More Than Just a Dispensary

Surterra Wellness isn't your typical dispensary. They pride themselves on a commitment to quality, education, and a customer-centric approach. Forget the stereotypical dimly lit store; Surterra offers a bright, welcoming, and informative environment. Their focus extends beyond simply selling products; they strive to help customers understand the potential benefits of cannabis and find the right products to meet their individual needs. This commitment to education sets them apart and makes them a trusted resource in the Fort Lauderdale community.

Exploring Surterra Wellness Fort Lauderdale's Product Range

Surterra Wellness Fort Lauderdale boasts an impressive range of cannabis products designed to cater to diverse needs and preferences. Their offerings typically include:

Flower: A wide selection of high-quality cannabis strains, each with its unique terpene profile and effects, ranging from energizing sativas to relaxing indicas and balanced hybrids. They often provide detailed information about the THC and CBD content of each strain, empowering customers to make informed choices.

Concentrates: For those seeking a potent and fast-acting experience, Surterra offers a variety of concentrates like shatter, wax, and oils, each boasting high concentrations of cannabinoids. These are often favored for their intense effects and convenient application methods.

Edibles: Surterra's edible selection typically ranges from gummies and chocolates to baked goods. These offer a discreet and convenient way to consume cannabis, with varying potency levels to choose from.

Topicals: For localized pain relief, Surterra usually stocks a variety of topicals like creams, lotions, and balms, infused with cannabinoids to alleviate discomfort without the psychoactive effects of other products.

Vapes: Convenient vape pens and cartridges offer another popular method of consumption, providing a fast and efficient way to experience the effects of cannabis.

The Surterra Wellness Fort Lauderdale Experience: What to Expect

Walking into Surterra Wellness Fort Lauderdale, you'll be greeted by a knowledgeable and friendly staff ready to assist you. The atmosphere is typically clean, modern, and inviting, designed to put you at ease. Their staff undergoes comprehensive training to help customers understand the various products and navigate the world of cannabis. They are adept at answering questions, providing recommendations based on individual needs and preferences, and ensuring a comfortable and educational experience. Don't hesitate to ask questions – they encourage it!

Finding Surterra Wellness Fort Lauderdale: Location and Accessibility

Surterra Wellness Fort Lauderdale enjoys a convenient location, easily accessible by car and public transportation. (Specific address should be inserted here, linking directly to their Google Maps location). The accessibility of their location is a significant advantage, making it easy for customers throughout Fort Lauderdale to access their products and services. Ample parking is usually available, contributing to the overall convenience of the experience.

Beyond the Product: Surterra Wellness's Commitment to Community

Surterra Wellness is more than a business; it's a community partner. They often participate in local events and initiatives, demonstrating their commitment to contributing positively to the Fort Lauderdale area. This focus on community engagement adds another layer to their brand identity, building trust and solidifying their position as a responsible and reputable business.

Making the Most of Your Surterra Wellness Fort

Lauderdale Visit: Tips for First-Timers

Bring your ID: You must have a valid government-issued ID to purchase cannabis products.

Do your research: Familiarize yourself with the different types of cannabis products before you go.

Talk to the budtenders: They're there to help you find the right product for your needs.

Start low and go slow: Especially if you're new to cannabis, begin with a low dose to gauge your tolerance.

Be patient: Dispensaries can get busy, so allow ample time for your visit.

Conclusion: Your Fort Lauderdale Wellness Journey Starts Here

Surterra Wellness Fort Lauderdale offers a unique and valuable experience in the world of cannabis-based wellness. Their commitment to quality products, knowledgeable staff, and a welcoming atmosphere sets them apart. Whether you're a seasoned cannabis user or simply curious to explore the potential benefits, Surterra Wellness is a valuable resource in Fort Lauderdale. Remember to always consume responsibly and follow local regulations.

Frequently Asked Questions (FAQs)

1. Do I need a medical marijuana card to shop at Surterra Wellness Fort Lauderdale?

This depends on Florida's current regulations. Always check the latest Florida state laws regarding medical and recreational cannabis use before your visit. Surterra's website or staff can provide up-to-date information.

1. What forms of payment does Surterra Wellness Fort Lauderdale accept?

Surterra usually accepts cash and debit cards. Check their website for the most current payment options. Credit cards are generally not accepted due to banking regulations surrounding cannabis sales.

1. What are the Surterra Wellness Fort Lauderdale hours of operation?

The hours of operation vary, so it's essential to check their website or call

ahead to confirm their current schedule.

1. Does Surterra Wellness Fort Lauderdale offer delivery services?

Check their website or contact them directly to see if they offer delivery services in the Fort Lauderdale area. This service is subject to change based on local regulations.

1. What if I have a question about a specific product or strain?

Surterra's website often includes detailed product information. You can also contact them directly via phone or email or visit their store to speak to a knowledgeable budtender who can assist you.

surterra wellness fort lauderdale: Bus Ride to Justice Fred D. Gray, 2013-01-01 Lawyer for Rosa Parks, Martin Luther King, Jr., the Montgomery bus boycott, the Tuskegee syphilis study, the desegregation of Alabama schools and the Selma march, and founder of the Tuskegee human and civil rights multicultural center.

surterra wellness fort lauderdale: *Excellent Letters For Every Occasion* Excellent Letters For Every Occasion Derek Hall,

surterra wellness fort lauderdale: Novel Gene Therapy Approaches Ming Wei, David Good, 2013-02-13 Gene therapy has the potential to be a tailor-made therapeutic with increased specificity and decreased side effects that can offer a cure for many disorders. The aim of this book is to provide up-to-date reviews of the rapidly growing field of gene therapy. Chapters cover a large range of topics including methods of gene delivery, and identification of targets with several papers on cancer gene therapy. If more people become aware of the true nature and potential of gene therapy, perhaps we can achieve the full benefit of such an innovative approach for the treatment of a range of diseases, including cancer.

surterra wellness fort lauderdale: Fear Is Just a Four-Letter Word Tracy Tutor, 2020-07-14 Instant Wall Street Journal bestseller! From the first female real estate broker on Million Dollar Listing LA, a no-nonsense guide to analyzing big egos, deflecting power plays, and taking control of any room. Behind Tracy Tutor's on-screen persona is an uncanny knack for projecting confidence in the most intimidating of circumstances. The breezy, tough-talking, utterly inimitable businesswoman has rivaled her male co-stars to land increasingly high-profile deals in the world of LA real estate. Now, Tracy is leveraging her years of experience to write the go-to manual for any woman struggling to convince people she's in charge. If you get thrown off course by narcissistic personalities or freaked out by high-stakes situations, don't assume you're weak. When fear is running the show, you get wrapped up in your head and start missing important cues. Yes, the people you're dealing with seem scary, but they're more predictable than you think. Once you understand them, it's easy to push the right levers of influence to get what you want. Through candid, hilarious stories of her rise through a world of misogyny and cutthroat business dealings (text message screen shots from creeps included!), Tracy offers a crash course in the psychology of power dynamics and social signaling. You'll learn: What five things you should always find out about someone before you meet them How to choose the perfect outfit for an important meeting, even

when dressing on a budget When and how to use humor strategically to lighten the mood and command authority This book is a must-read for any ambitious woman who wants to win her next business confrontation before she even walks into the room.

surterra wellness fort lauderdale: Upside Kenneth Gronbach, M.J. Moye, 2017-04-13 Demographics not only define who we are, where we live, and how our numbers change, but they open up hidden business opportunities that lie ahead. What will happen when retiring Boomers free up jobs? How will Generation Y alter housing and transportation? Which states will have the most dynamic workforces when the Millennials settle into their careers? The next generational wave is shaking up the rank and file. How will it all affect you? Demographer Kenneth Gronbach has put this powerful yet little-understood science to work finding the answers to all these questions and more. After synthesizing data to show how the different generations have impacted and will continue to impact markets and economies, Gronbach has provided you the lively and certainly surprising answers. In Upside, you will find out: What each age cohort is likely to buy both now and in the future What sectors are likely to grow or lag How profits dovetail with consumer numbers How to make sense of the numbers to chart your own path Whether you are an investor, marketer executive, or entrepreneur, the comprehensive data and findings in Upside will help you target promising trends, spot the potential for profits, and discover hidden business opportunities you would not have found previously.

surterra wellness fort lauderdale: *Ending the War on Drugs* , 2016-03-24 For the last 50 years, drug prohibition laws have put the market for illegal drugs into the hands of organised criminals. Now, it's time to take control. Ending the failed war on drugs will reduce drug-related violence, tackle organised crime, end the needless criminalisation of millions, and will halt the drain on government funds and resources. In this book, global opinion-leaders on the frontline of the drug debate describe their experiences and perspectives on what needs to be done. Highlighting the pitfalls behind drug policy to-date and bringing to light new policies and approaches, which make a clear case for galvanizing governments to end the war on drugs - once and for all.

surterra wellness fort lauderdale: *The Age Curve* Kenneth W. Gronbach, 2008 A myth-breaking book that will redefine who marketers see as their most valuable customers.

surterra wellness fort lauderdale: *The Federal Student Aid Information Center* , 1997

surterra wellness fort lauderdale: *Momentitiousness* Jason Leclerc, 2013-12-24 Since they first named it, attention deficit disorder (ADD) has been a marker for the American generation who came of age between Ronald Reagan and Bill Clinton, with Prince or the Beastie Boys playing in the background while the Mario Brothers and the Golden Girls battled in the foreground. Back then, education, football, and Hollywood were wrapped in capitalism and sentimentality. Embracing distraction and fighting with concentration, *Momentitiousness* captures the spirit and literary needs of this generation and its heirs with its spurious connections and tangential relationships. Loosely lassoing the possibilities enabled by the digital evolution toward boundless search, this novel collection first establishes the you and then proceeds to obliterate the I in multiple dimensions. Nibble on this new literary form obsessively perched between collection and novel as it wanders along a least-squares path from moment to moment, from singularity to communion. Here, find stories from arbitrage to zombies, Chicago to Columbia, dark to energy about love and disappointment, science and spirits, and life, death, and the undead. Feast upon this antidote to the mundane as it irreverently exalts the soul of an ADD generation like a collection of first kisses: nostalgic and sweet, sensuous and raw, tenuously related, and well wrought.

surterra wellness fort lauderdale: Pride Leadership Steven Yacovelli, 2019-05-16 As a member of the LGBTQ+ Community, did you know that you naturally have some amazing leadership skills inside you, based upon your experience, that you may not be capitalizing on? Now, it's not to say that our straight brothers and sisters don't have the potential to be rock star leaders, but--through many of our shared experiences being LGBTQ+ folks--we've had the opportunity to truly develop such skills as leveraging empathy, shaping our culture, being courageous, and being authentic. These skills are some of the most sought-after leadership competencies in the workplace

today ... and they're already inside you, dear LGBTQ+ professional! Based upon over twenty-five years' experience in the leadership development, change management, and diversity and inclusion consulting space, Dr. Steve Yacovelli identifies the six leadership traits--being authentic, leading with courage, having empathy, effective communication, building relationships, and influencing organizational culture--that can greatly increase any LGBTQ+ Leader's effectiveness, and ways in which you as an LGBTQ+ Leader can increase your own leadership potential through cultivating these six leadership competencies. Whether you're a seasoned senior executive or a just-starting-out shiny new leader, *Pride Leadership* is your stop to hone your natural LGBTQ+ leadership awesomeness, gather a few kernels of wisdom to immediately apply in your workplace, and amp up your leadership-self to be just that much better-er. In short: you'll be a more effective, impactful, and inclusive leader after reading this book. Oh, and you'll have a good time learning along the way, too!

surterra wellness fort lauderdale: *The Oxford Companion to Spirits and Cocktails* David Wondrich, Noah Rothbaum, 2021-10-20 *The Oxford Companion to Spirits and Cocktails* presents an in-depth exploration of the world of spirits and cocktails in a ground-breaking synthesis. The Companion covers drinks, processes, and techniques around the world as well as those in the US and Europe. It provides clear explanations of the different ways that spirits are produced, including fermentation, distillation and ageing, alongside a wealth of new detail on the emergence of cocktails and cocktail bars, including entries on key cocktails and influential mixologists and cocktail bars.

surterra wellness fort lauderdale: *A Lime and a Shaker* Tad Carducci, Paul Tanguay, 2015-04-21 A delicious collection of vibrant mezcal- and tequila-based recipes from renowned drinks experts The Tippling Bros. With over fifty years of combined experience in the beverage industry, the authors of this book have put together 72 exciting recipes that go way beyond the classic margarita to celebrate Mexico's cocktail culture. Included are traditional, craft, and spicy drinks such as the Blood-Orange-Cinnamon Margarita, San Fresa Frizz, and Smokey Pablo. The authors also cover the history of tequila, explain the difference between different tequilas, and offer bonus recipes for aguas frescas, syrups, salts, and some of their favorite Mexican dishes. With color photos throughout, this is the must-have book on the subject, perfect for home cooks, bartenders, and those who just want to know more about tequila and mezcal. "A Lime and a Shaker showcases the full spectrum of flavors you can achieve when mixing with agave spirits." —Jim Meehan, author of *The PDT Cocktail Book*

surterra wellness fort lauderdale: *Disaster Health Management* Gerry FitzGerald, Mike Tarrant, Marie Fredriksen, Peter Aitken, 2016-09-13 Disaster health is an emerging field that focuses on developing prevention, preparation, response and recovery systems for dealing with health problems that result from a disaster. As disasters worldwide differ in their nature, scope and cultural context, a thorough understanding of the fundamental tenets of sound disaster health management is essential for both students and practitioners to participate confidently and effectively in the field. *Disaster Health Management* is the first comprehensive textbook to provide a standard guide to terminology and management systems across the entire spectrum of disaster health. Authored by experienced educators, researchers and practitioners in disaster health management, this textbook provides an authoritative overview of: The conceptual basis for disaster management Systems and structures for disaster management Managing disasters through the continuum of preparedness, response and recovery The variations associated with both natural and technological disasters The strategic considerations associated with leadership, research, education and future directions. Using Australasian systems and structures as examples of generic principles which will find application globally, *Disaster Health Management* is an essential text for both undergraduate and postgraduate students, as well as for professionals involved in all aspects of disaster management.

surterra wellness fort lauderdale: *Communicating for Results: A Guide for Business and the Professions* Cheryl Hamilton, 2015-07-06 Completely up to date with the latest research and developments from the field, best-selling *COMMUNICATING FOR RESULTS: A GUIDE FOR BUSINESS AND THE PROFESSIONS*, 11th Edition, explains the basic concepts and techniques

needed to successfully communicate in today's business world. Professors Hamilton and Kroll provide succinct yet thorough coverage of every aspect of the communication process -- organizational communication, obstacles to effective organizational communication, conflict resolution, how technology affects communication, group and team communication, effective business presentations, improved use of social media, and more. Polishing Your Career Skills features provide diagnostic tools to help readers pinpoint and sharpen their own weaknesses, while real-world cases illustrate how chapter concepts apply to real life. With COMMUNICATING FOR RESULTS, students gain a competitive edge in interviews, presentations, future leadership roles, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

surterra wellness fort lauderdale: *The Naval Aviation Maintenance Program (NAMP).*: Maintenance data systems United States. Office of the Chief of Naval Operations, 1990

surterra wellness fort lauderdale: Le Pigeon Gabriel Rucker, Meredith Erickson, Lauren Fortgang, Andrew Fortgang, 2013-09-17 This debut cookbook from James Beard Rising Star Chef Gabriel Rucker features a serious yet playful collection of 150 recipes from his phenomenally popular Portland restaurant. In the five years since Gabriel Rucker took the helm at Le Pigeon, he has catapulted from culinary school dropout to award-winning chef. Le Pigeon is offal-centric and meat-heavy, but by no means dogmatic, offering adventures into delicacies unknown along with the chance to order a vegetarian mustard greens quiche and a Miller High Life if that's what you're craving. In their first cookbook, Rucker and general manager/sommelier Andrew Fortgang celebrate high-low extremes in cooking, combining the wild and the refined in a unique and progressive style. Featuring wine recommendations from sommelier Andrew Fortgang, stand-out desserts from pastry chef Lauren Fortgang, and stories about the restaurant's raucous, seat-of-the-pants history by writer Meredith Erickson, Le Pigeon combines the wild and the refined in a unique, progressive, and delicious style.

surterra wellness fort lauderdale: Who Thought This Was a Good Idea? Alyssa Mastromonaco, 2017-03-21 If your funny older sister were the former deputy chief of staff to President Barack Obama, her behind-the-scenes political memoir would look something like this . . . Alyssa Mastromonaco worked for Barack Obama for almost a decade, and long before his run for president. From the then-senator's early days in Congress to his years in the Oval Office, she made Hope and Change happen through blood, sweat, tears, and lots of briefing binders. But for every historic occasion -- meeting the queen at Buckingham Palace, bursting in on secret climate talks, or nailing a campaign speech in a hailstorm -- there were dozens of less-than-perfect moments when it was up to Alyssa to save the day. Like the time she learned the hard way that there aren't nearly enough bathrooms at the Vatican. Full of hilarious, never-before-told stories, Who Thought This Was a Good Idea? is an intimate portrait of a president, a book about how to get stuff done, and the story of how one woman challenged, again and again, what a White House official is supposed to look like. Here Alyssa shares the strategies that made her successful in politics and beyond, including the importance of confidence, the value of not being a jerk, and why ultimately everything comes down to hard work (and always carrying a spare tampon). Told in a smart, original voice and topped off with a couple of really good cat stories, Who Thought This Was a Good Idea? is a promising debut from a savvy political star.

surterra wellness fort lauderdale: Eleanor Roosevelt: In Her Words Nancy Woloch, 2017-09-05 This illustrated, first of its kind collection of excerpts from Eleanor Roosevelt's newspaper columns, radio talks, speeches, and correspondence speaks directly to the challenges we face today. Acclaimed for her roles in politics and diplomacy, first lady Eleanor Roosevelt was also a prolific author, journalist, lecturer, broadcaster, educator, and public personality. Using excerpts from her books, columns, articles, press conferences, speeches, radio talks, and correspondence, *Eleanor Roosevelt: In Her Words* tracks her contributions from the 1920s, when she entered journalism and public life; through the White House years, when she campaigned for racial justice, the labor movement, and the forgotten woman; to the postwar era, when she served at the United

Nations and shaped the Universal Declaration of Human Rights. Selections touch on Roosevelt's early entries in women's magazines (Ten Rules for Success in Marriage), her insights on women in politics (Women Must Learn to Play the Game As Men Do), her commentary on World War II (What We Are Fighting For), her work for civil rights (The Four Equalities), her clash with Soviet delegates at the UN (These Same Old Stale Charges), and her advice literature (If You Ask Me). Surprises include her unique preparation for leadership, the skill with which she defied critics and grasped authority, her competitive stance as a professional, and the force of her political messages to modern readers. Scorning the America First mindset, Eleanor Roosevelt underlined the interdependence of people and of nations. Eleanor Roosevelt: In Her Words illuminates her achievement as a champion of civil rights, human rights, and democratic ideals.

surterra wellness fort lauderdale: Be Fierce Gretchen Carlson, 2017-10-17 A groundbreaking manifesto from journalist Gretchen Carlson about how women can protect themselves from sexual harassment in the workplace and reclaim their power against abuse or injustice. In BE FIERCE, Gretchen shares her own experiences, as well as powerful and moving stories from women in many different careers and fields who decided they too weren't ready to shut up and sit down. Gretchen became a voice for the voiceless. In this revealing and timely book, Gretchen shares her views on what women can do to empower and protect themselves in the workplace or on a college campus, what to say when someone makes suggestive remarks, how an employer's Human Resources department may not always be your friend, and how forced arbitration clauses in work contracts often serve to protect companies rather than employees. Her groundbreaking message encourages women to stand up and speak up in every aspect of their lives. Gretchen also discusses why this fight will require both women and men working together to ensure that our daughters and sons will have a brighter future. BE FIERCE is a cultural movement and a motivating testament to what we can accomplish if we collectively decide to become warriors in the path for a better future. The time is now. Take back your life, your career, and your dignity. Twitter: @GretchenCarlson Facebook: @GretchenCarlson Instagram: @therealgretchencarlson A portion of each book sale will go towards Gretchen's Gift of Courage fund. Using your voice and speaking your truth is a step toward freedom. Be a 'Fierce' force because that's what it takes to change the world.--Maria Shriver, Emmy and Peabody Award-winning journalist, New York Times bestselling author, and founder of The Women's Alzheimer's Movement

surterra wellness fort lauderdale: From the Tip of My Tongue Cindy Hutson, Jen Karetnick, 2015-06 Inspired by Hutson's expansive culinary journeys, from the delis and restaurants of Hutson's New Jersey hometown, through her time as a charter-boat captain, to the streets and mountainsides of her beloved, adopted Jamaica, these dishes offer highly flavorful fare that ranges from casual meals that Hutson's family enjoys at home to the creative and exotic plates that she, Delius and manager/daughter Ashley serve in their three restaurants.

surterra wellness fort lauderdale: In Trump We Trust Ann Coulter, 2016-08-23 Donald Trump won the presidency by being a one-man wrecking ball against our dysfunctional and corrupt establishment. Now Ann Coulter, with her unique insight, candor, and sense of humor, makes the definitive case for why we should all join his revolution. The media have twisted themselves in knots, trying to grasp how Donald Trump won over millions of Americans and what he'll be like as president. But Ann Coulter isn't puzzled. She knows why Trump was the only one of seventeen GOP contenders who captured the spirit of our time. She gets the power of addressing the pain of the silent majority and saying things the PC Thought Police considers unspeakable. She argues that a bull in the china shop is exactly what we need to make America great again. In this powerful book, Coulter explains why conservatives, moderates, and even disgruntled Democrats should set aside their doubts and embrace Trump: ·He's putting America first in our trade deals and alliances, rather than pandering to our allies and enemies. ·He's abandoned the GOP's decades-long commitment to a bellicose foreign policy, at a time when the entire country is sick of unnecessary wars. ·He's ended GOP pandering to Hispanic activists with his hard-line policy on immigration. Working class Americans finally have a champion against open borders and cheap foreign labor. ·He's overturned

the media's traditional role in setting the agenda and defining who gets to be considered presidential. He's exposed political consultants as grifters and hacks, most of whom don't know real voters from a hole in the ground. If you're already a Trump fan, Ann Coulter will help you defend and promote your position. If you're not, she might just change your mind.

surterra wellness fort lauderdale: Disaster and Society , 2017

surterra wellness fort lauderdale: Unbelievable Katy Tur, 2017-09-12 NEW YORK TIMES BESTSELLER "Compelling... this book couldn't be more timely." – Jill Abramson, New York Times Book Review From the Recipient of the 2017 Walter Cronkite Award for Excellence in Journalism Called disgraceful, third-rate, and not nice by Donald Trump, NBC News correspondent Katy Tur reported on—and took flak from—the most captivating and volatile presidential candidate in American history. Katy Tur lived out of a suitcase for a year and a half, following Trump around the country, powered by packets of peanut butter and kept clean with dry shampoo. She visited forty states with the candidate, made more than 3,800 live television reports, and tried to endure a gazillion loops of Elton John's Tiny Dancer—a Trump rally playlist staple. From day 1 to day 500, Tur documented Trump's inconsistencies, fact-checked his falsities, and called him out on his lies. In return, Trump repeatedly singled Tur out. He tried to charm her, intimidate her, and shame her. At one point, he got a crowd so riled up against Tur, Secret Service agents had to walk her to her car. None of it worked. Facts are stubborn. So was Tur. She was part of the first women-led politics team in the history of network news. The Boys on the Bus became the Girls on the Plane. But the circus remained. Through all the long nights, wild scoops, naked chauvinism, dodgy staffers, and fevered debates, no one had a better view than Tur. Unbelievable is her darkly comic, fascinatingly bizarre, and often scary story of how America sent a former reality show host to the White House. It's also the story of what it was like for Tur to be there as it happened, inside a no-rules world where reporters were spat on, demeaned, and discredited. Tur was a foreign correspondent who came home to her most foreign story of all. Unbelievable is a must-read for anyone who still wakes up and wonders, Is this real life?

surterra wellness fort lauderdale: *Organized Innovation* Steven C. Currall, Ed Frauenheim, Sara Jansen Perry, Emily M. Hunter, 2014-01-07 Organized and innovation are words rarely heard together. But an organized approach to innovation is precisely what America needs today. This book presents a blueprint for coordinating technology breakthroughs to advance America's global competitiveness and prosperity. That prosperity is at risk. As other nations bolster technology innovation efforts, America's research, development, and commercialization enterprise is falling behind. An innovation gap has emerged in recent decades, where US universities focus on basic research and industry concentrates on incremental product development. The country has failed to address the innovation gap because of three myths--innovation is about lone geniuses, the free market, and serendipity. These myths blind us from recognizing our dysfunctional system of unorganized innovation. In *Organized Innovation*, Currall, Frauenheim, Perry and Hunter provide a framework for optimizing the way America creates, develops, and commercializes technology breakthroughs. A roadmap for universities, business, and government, the book is grounded in the authors' seminal study of the National Science Foundation's Engineering Research Center program, which has returned to the US economy more than ten times the funding invested in it. For too long, our approach to technology innovation has been unorganized. The authors enable us to turn the page. They show us how to organize innovation for a more prosperous, hopeful future.

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