

Dear [NAME],



Greetings from Samatvam Academy.

Innovation is central to the success of all entrepreneurial ventures. This edition of SATTVA focusses on the situations and developments that spark an entrepreneur's imagination, coupled with the skills required to harness these.

The Video Review illustrates how the quintessential entrepreneur Ray Anderson innovatively transformed his billion-dollar carpet manufacturing company *Interface Inc.* into an environmental champion.

Warmly,

[The Editorial Team](#)



[Video Case Study](#)
Interface Inc. - Reinventing a Successful Enterprise



Interface Inc. is a well-established manufacturer of carpets and carpet tiles. For the founder Ray Anderson, the success was only a small step in the long journey of being a responsible business.

Since inception in 1973, this firm has executed a series of innovative initiatives that has progressively reduced its impact on the environment. A mission that calls for genuine concern as much as political will. [More.](#)



Entrepreneur Success Series
[Innovation - Sources & Skills](#)

That innovation is absolutely needed to crack open new business opportunities is an old fact. However, is there a *process* to practise innovation ?

This scholarly article unlocks the mysteries of innovation in a structured way with proven

examples. Where it is likely to emerge from, the conducive environment, the skills needed identify and capitalise it, and so on. [More](#)

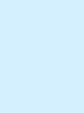
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