THE ALCHEMY BUSINESS GROWTH METHODES pdf

1: Methods of Growth in Businesses | Bizfluent

Alchemy is a business development consultancy specialising in helping small and medium enterprises gain profitable clients in the financial sector. We offer a range of professional services from free consultations to full business audits and action plans, through to comprehensive consulting projects.

Great actionable management frameworks - still highly relevant. But please be warned about dated examples and case studies e. Examples aside, this is a nice, thought-provoking, quick read. Something worth taking on your next short-haul flight Jan 25, Sujata Sahni added it Our thinking about growth and decay is dominated by the image of a single lifespan, animal or vegetable. Saddling, full flower and death. But for an ever renewing society the appropriate image is a total garden, a balanced aquarium or other ecological system. What underpins sustained growth? The problem is, most managers Our thinking about growth and decay is dominated by the image of a single lifespan, animal or vegetable. The problem is, most managers are preoccupied with their existing businesses and often the gap of competing demands of running existing businesses and building new ones widens. Horizon 1 businesses are at the heart of an Organization. Those that the customers and stock analysts readily identify with the corporate name. They are critical to near-term performance and the cash they generate and skills they nurture provide resources for growth. The primary challenge in horizon 1 is to shore up competitive positions and capture what potential remains in the core business. Even when theses are mature, continuing innovation can incrementally extend their profitability and growth. Restructuring, productivity enhancements, cost cutting, product extensions and market changes can all help for as long as possible. Horizon 2 comprises businesses on the rise, fast moving entrepreneurial ventures in which a concept is taking route or growth is accelerating. These initiatives are usually characterised by a single-minded drive to increase revenue and market share. They may represent either extensions of these businesses or move in a new direction. This horizon is about building new streams of revenue which takes time and demands new skills. A good growth company needs to have several of these emerging businesses "on the boil" working to convert promising ideas into future earrings generators. Although embryonic, horizon 3 options are more than ideas. They are real activities and investments, however small they are the research projects, test- market pilots, alliances, minority stakes and memoranda of understanding that mark the first steps towards actual businesses, even through they may not produce profits for a decade, if ever. A company that thinks it has a promising horizon 3 just because it compiles a long list of whiteboard ideas at a management retreat is fooling itself. These are rarely proven opportunities, but they need to be promising and to have the support of management. Some will fail for internal reasons, others will fall victim to shifting industry winds. Most will never grow to become successful businesses. Given these odds, a great deal of horizon 3 activity is needed to cover a multitude of possible futures. The goal should be to keep the option to play Withou committing too much capital or other resources. The real challenge is to nurture promising toons while ruthlessly exercising those with diminishing potential. Initiatives in all three horizons pay off over different frames. When theyay off, however has little to do with when they require management attention and investment. Leaders at all levels of an Organization should look in the mirror and ask, " how healthy are my horizons? Externally, industry shocks may overturn the fortunes of existing or developing businesses overnight. The first and worst pattern is that of a company under swipe. Here, the core businesses of horizon 1 are underperformance, threatened by competitors, or facing imminent decline. Companies undergoing a turnaround are usually under siege. When Michael Eisner took over Disney as the first outsider in in its 61 year history, it was undoubtly under siege. The business in theme parks was lying fallow, few new attractions were being added, no new hotels had been built since and the film business had also slipped. Touchstone film production had been launched to woo adult audiences but Disney was falling behind in the video market and Disney channel was losing money. The stock price nosedived. Similarly, an excessive focus on growth can be just as mush a problem as ignoring it. While companies under siege suffer mainly because they failed to grow their business creation pipeline, others lose the right to grow when they become obsessed with new businesses. Nokia, the global telecommunications equipment maker, lost the right to grow simply by trying to do too

much. Founded in on the banks of the Nokia river in Finland, the company was originally a pulp and paper manufacturer in , it merged with a rubber company and cable manufacturer. The company made 21 acquisions between and At the peak of its diversification, it attempted to manage businesses ranging from footwear to chemicals. There were simply too many enterprises for the mangers to handle and all businesses including pulp and paper, began to collapse. When the new President took over in , the company was losing its right to grow. In stark contrast many companies never take their eyes of their core businesses. Yet even world-class companies can run out of steam when these businesses mature and there are no new enterprises when these businesses mature and there are no new enterprises in the pipeline to take their place. Crisis may not be at hand, but it could be just around the corner. Companies that have raised their performance by boosting efficiency and cutting costs will eventually face diminishing returns. This often happens after the completion of rigorous turn around programs. In , Wells Frgo produced the highest return on assets and equity of any of the 50 largest US banks. This record rested on ruthless cost reduction, rigorous budgeting and planning and a strong performance ethic. Paradoxically, these very strengths inhibited new business creation. While the Bank had clearly earned the right to grow, it lacked sufficient horizon 2 and 3 initiatives to create new sources of substantial revenue growth. Similarly some business boast of promising horizon 2 and 3 businesses, but no viable horizon 1. This is most common in start up cornpaniea whose business is still a few years from posting sunstantial profits and building market value. From time to time, I dustries are shaken by discontinuities, wrenching shifts in competitive structure that redefines the rules of the game and reshape a payers fortunes. Minimill technology transformed the steel industry, by permitting production with less capital investment, opening the door for Nucor to become an industry leader. Electronic commerce is changing the game in many industries by driving down transaction costs. Bust discontinuities are not confined to technological change. Deregulation can also reverse incumbents fortunes. This pattern tends to appear among high-technology companies and those that have traditionally lacked new ideas but have worked hard to address the gap. Such a company may have imagined that a few good ideas at the far end of the pipeline constituted a growth strategy. Often under pressure, these companies make hasty acquisitions. Prompted by anxiety, these acquisitions may fill holes, but all too often they end up destroying shareholder value and stalling growth programs. Companies that pride them selves on cutting-edge research, but do not have a good record of commercialising their ideas, are also prone to exhibit such patterns. Xerox proved to be an example when it failed to commercialise its horizon 3 idea. In , it was the leading manufacturer of of photciers. As a strong horizon 1 business, it worried about the possibility of a paperless future which would make its product obsolete. It set up a research centre in Palo Alto to invent the future of computing. The array of inventions that emerged is legendary. The first graphical computer interface featuring windows and icons, driven by a mouse, the laser printer and the local area network. But it failed to commercialise these ideas, leaving Hewlett-Packard, Apple, Microsoft and others to extract the value. Many companies are making the same mistake today. We also see organizationa that have strong Horizon 1 earnings and promising businesses in horizon 2. They fuel profitable growth for several years, but if they are to sustain success, they must be able to institutionalise the creation of new ideas. Without a continuous stream of new options in horizon 3, the next generation of horizon 2 businesses will not come on stream quickly enough and growth will stall. The stock market demands intensify the challenge. The success associated with healthy horizon 1 and 2 inevitably raises market expectations of growth. To meet these expectaions, organizationa must generate new businesses faster than before. Johnson and Johnson scours the world regularly for emerging technologies. These technologies eventually translate into products that spur the companies growth. So when a company looks in the mirrir it understands how it needs to define the balance between horizon1, horizon 2 and horizon 3. Financial markets implicitly recognise the value of balance of activity across the three horizons. This is especially relevant in the technology sector where startups routinely command price to earnings ratios of 50 to , despite the fact that they have no horizon 1 business - just the potential for strong growth. Achieving a balance does not ,San having the same nu,bee of initiatives in each horizon. The low hit rate in Horizon 3 options usually means that a large number are usually needed to yield even one successful horizon 2 business. Considering the pace of industry evolution, degree of Uncertainity, managerial and financial capacity and share holder expectations are key drivers. In hyper evolutionary

industries, horizon 3 may be a couple of eyars away. The importance of what is in the pipeline relative to currenterformace becomes much greater. Related to the pace of evolution is the level of Uncertainity in an industry. Unexpected chnages in the industry ,as threaten core business, but they ,at also open doors to opportunities. Similarly if the company is unrealistic about the money and management time it has for business creation, the growth program may become an exercise in frustration. A pessimist might interpret the unhealthy growth patterns as a diagnosis of poor health with a prognosis of dim growth prospects. A growth leader however, will see the patterns as starting points from which growth can be achieved. An objective assessment of the health of the 3 horizons can point towards recovery and growth.

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2: Alchemy - Wikipedia

The Alchemy Business Growth Calculator - A highly impressive app that forecasts the 'before and after' turnover, profit and capital value of your client's business. 4. The Alchemy Grant Client Acquisition System - A powerful and simple system to provide prospective clients with business development grant funding to assist in paying the.

Methods of Growth in Businesses by Jonathan Lister - Updated September 26, A business is able to achieve growth in a variety of ways. This growth is often dictated by not only the success of the business but the amount of capital available to its ownership to make purchases and keep the bills paid. A business with a smart growth strategy and enough money can weather the early storm of business start-up to achieve long-term success. Acquiring Other Businesses A popular method of business growth for large companies involves purchasing other, smaller companies involved in the same area of the market. This allows the purchasing business to secure any proprietary equipment or production methods the smaller business might have along with any signature product. The larger business grows by assuming the store front property of the smaller business. The larger business can even retain the customer base of the recently purchased smaller business by continuing to feature popular products once sold by the smaller company. The new franchise location allows the parent company to grow while not directly taking on the cost of that growth. Franchise locations provide an opportunity for entrepreneurs to own a business with instant name recognition and client base. In return, the parent company receives royalty payments and franchise fees, and retains control of a variety of business practices at each franchise location from menu options to pricing and hours of operation. Video of the Day Brought to you by Techwalla Brought to you by Techwalla Going Public Taking a business public allows for virtually unlimited growth potential. When a company is taken public on the stock market, it is no longer simply owned by one person but by each shareholder. The more people interested in owning a piece of a business, the higher the value of the stock rises. This has raised millions of dollars for publicly traded companies, such as Microsoft and Apple. The company can then leverage the value of its stock to open new locations, acquire new businesses and develop new products. Organic Growth This is perhaps the most traditional method of business growth. When a small business attains a level of success and clientele where a single location can no longer support the demand, it is forced to open a second location. The new business location services clients who may not have been able to secure service previously and brings new clients who may not know of the business previously. Location can be a key element of this method of growth. A new business started in a bad location with poor foot traffic or inconvenient parking can lead to diminished sales which could scuttle growth. References Reference for Business: Business Expansion About the Author Jonathan Lister has been a writer and content marketer since Cite this Article A tool to create a citation to reference this article Cite this Article.

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3: About us | Alchemy Business Growth

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Exposure Growth We give your business the Top online visibility it deserves by implementing smart and ethical SEO strategies. Customer Growth We drive more of the "right" customers directly to your business with highly strategic social media marketing. Profit Growth Our proven New Client Acquisition System helps convert these new opportunities and increase your profits! We take away all the stress of your digital marketing. Our proven New Client Acquisition System, world-class consulting team, SEO expertise and proprietary technology will take care of everything. With Alchemy Growth Lab your local Sydney business can get access to a highly skilled growth team with global experience, this separates us from other SEO and Marketing agencies. We want to work exclusively with you to help you become the number 1 industry leader in your market. We create, manage, and optimize marketing machines that attract the right kind of customers to help you predictably and systematically scale your business and profit. Search Engine Optimization Get noticed! Higher search rank drives consistent traffic to your website resulting in more sales and leads. Alchemy Growth Lab SEO gives you access to the most tested and proven conversion optimisation techniques in the industry. Google Advertising Right now, thousands of new customers are searching for your services online. If your business is nowhere to be found, your competition is going to win every time. We work with growth-minded business owners who want to win, and we are here to make it happen. Strategic Social Marketing Customers interact with businesses through social media. Alchemy Growth Lab will get your company in front of the right people, at the right time. Our effective social targeting and client acquisition system can help you grow your business, maintain your social presence and engage and convert your audience. Growth Consulting Every business today has to continue to grow and evolve. This means dealing with change and making sure all parts of your business are in congruence with your strategy and plan for growth. We can help you plan, design and build growth into your business. Return on your investment Reaching a deep understanding of what your customer needs is part of our business Our services pay for themselves, literally. We exist to digitally enable your small business for explosive growth. He can help you find the right customers and build the plan you need to grow.

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4: Scientific method - Wikipedia

The Alchemy of Growth What is the formula? GROWTH IN AUTOMOTIVE & ASSEMBLY - EXTRANET Vinzenz Schwegmann March 23, Growth creates wealth for shareholders, brings new jobs to the community and unleashes creative energy in the organization that pursues it.

Timeline of the history of scientific method Aristotle , â€" BCE. A polymath, considered by some to be the father of modern scientific methodology , due to his emphasis on experimental data and reproducibility of its results. This is the greatest piece of Retroductive reasoning ever performed. According to Albert Einstein , "All knowledge of reality starts from experience and ends in it. Propositions arrived at by purely logical means are completely empty as regards reality. Because Galileo saw this, and particularly because he drummed it into the scientific world, he is the father of modern physics â€" indeed, of modern science altogether. The term "scientific method" did not come into wide use until the 19th century, when other modern scientific terminologies began to emerge such as "scientist" and "pseudoscience" and significant transformation of science was taking place. The scientific method is the process by which science is carried out. This is in opposition to stringent forms of rationalism: A strong formulation of the scientific method is not always aligned with a form of empiricism in which the empirical data is put forward in the form of experience or other abstracted forms of knowledge; in current scientific practice, however, the use of scientific modelling and reliance on abstract typologies and theories is normally accepted. The scientific method is of necessity also an expression of an opposition to claims that e. Different early expressions of empiricism and the scientific method can be found throughout history, for instance with the ancient Stoics , Epicurus , [29] Alhazen , [30] Roger Bacon , and William of Ockham. From the 16th century onwards, experiments were advocated by Francis Bacon , and performed by Giambattista della Porta , [31] Johannes Kepler , [32] and Galileo Galilei. The hypothetico-deductive model [35] formulated in the 20th century, is the ideal although it has undergone significant revision since first proposed for a more formal discussion, see below. Staddon argues it is a mistake to try following rules [36] which are best learned through careful study of examples of scientific investigation. Process The overall process involves making conjectures hypotheses , deriving predictions from them as logical consequences, and then carrying out experiments based on those predictions to determine whether the original conjecture was correct. Though the scientific method is often presented as a fixed sequence of steps, these actions are better considered as general principles. As noted by scientist and philosopher William Whewell â€" , "invention, sagacity, [and] genius" [11] are required at every step. Formulation of a question The question can refer to the explanation of a specific observation , as in "Why is the sky blue? If the answer is already known, a different question that builds on the evidence can be posed. When applying the scientific method to research, determining a good question can be very difficult and it will affect the outcome of the investigation. A statistical hypothesis is a conjecture about a given statistical population. For example, the population might be people with a particular disease. The conjecture might be that a new drug will cure the disease in some of those people. Terms commonly associated with statistical hypotheses are null hypothesis and alternative hypothesis. A null hypothesis is the conjecture that the statistical hypothesis is false; for example, that the new drug does nothing and that any cure is caused by chance. Researchers normally want to show that the null hypothesis is false. The alternative hypothesis is the desired outcome, that the drug does better than chance. Prediction This step involves determining the logical consequences of the hypothesis. One or more predictions are then selected for further testing. The more unlikely that a prediction would be correct simply by coincidence, then the more convincing it would be if the prediction were fulfilled; evidence is also stronger if the answer to the prediction is not already known, due to the effects of hindsight bias see also postdiction. Ideally, the prediction must also distinguish the hypothesis from likely alternatives; if two hypotheses make the same prediction, observing the prediction to be correct is not evidence for either one over the other. Scientists and other people test hypotheses by conducting experiments. The purpose of an experiment is to determine whether observations of the real world agree with or conflict with the predictions derived from a hypothesis. If they agree, confidence in the hypothesis

increases; otherwise, it decreases. Agreement does not assure that the hypothesis is true; future experiments may reveal problems. Karl Popper advised scientists to try to falsify hypotheses, i. Large numbers of successful confirmations are not convincing if they arise from experiments that avoid risk. For example, tests of medical treatments are commonly run as double-blind tests. Test personnel, who might unwittingly reveal to test subjects which samples are the desired test drugs and which are placebos , are kept ignorant of which are which. Such hints can bias the responses of the test subjects. Furthermore, failure of an experiment does not necessarily mean the hypothesis is false. Experiments always depend on several hypotheses, e. See the Duhemâ€"Quine thesis. Astronomers do experiments, searching for planets around distant stars. Finally, most individual experiments address highly specific topics for reasons of practicality. As a result, evidence about broader topics is usually accumulated gradually. Analysis This involves determining what the results of the experiment show and deciding on the next actions to take. The predictions of the hypothesis are compared to those of the null hypothesis, to determine which is better able to explain the data. In cases where an experiment is repeated many times, a statistical analysis such as a chi-squared test may be required. If the evidence has falsified the hypothesis, a new hypothesis is required; if the experiment supports the hypothesis but the evidence is not strong enough for high confidence, other predictions from the hypothesis must be tested. Once a hypothesis is strongly supported by evidence, a new question can be asked to provide further insight on the same topic. Evidence from other scientists and experience are frequently incorporated at any stage in the process. Depending on the complexity of the experiment, many iterations may be required to gather sufficient evidence to answer a question with confidence, or to build up many answers to highly specific questions in order to answer a single broader question. DNA example The basic elements of the scientific method are illustrated by the following example from the discovery of the structure of DNA: Previous investigation of DNA had determined its chemical composition the four nucleotides , the structure of each individual nucleotide, and other properties. It had been identified as the carrier of genetic information by the Averyâ€"MacLeodâ€"McCarty experiment in , [40] but the mechanism of how genetic information was stored in DNA was unclear. Watson hypothesized that DNA had a helical structure. This prediction was a mathematical construct, completely independent from the biological problem at hand. The results showed an X-shape. When Watson saw the detailed diffraction pattern, he immediately recognized it as a helix. Each step of the example is examined in more detail later in the article. Other components The scientific method also includes other components required even when all the iterations of the steps above have been completed: As a result, it is common for a single experiment to be performed multiple times, especially when there are uncontrolled variables or other indications of experimental error. For significant or surprising results, other scientists may also attempt to replicate the results for themselves, especially if those results would be important to their own work. Some journals request that the experimenter provide lists of possible peer reviewers, especially if the field is highly specialized. Peer review does not certify correctness of the results, only that, in the opinion of the reviewer, the experiments themselves were sound based on the description supplied by the experimenter. If the work passes peer review, which occasionally may require new experiments requested by the reviewers, it will be published in a peer-reviewed scientific journal. The specific journal that publishes the results indicates the perceived quality of the work. This allows scientists to gain a better understanding of the topic under study, and later to use that understanding to intervene in its causal mechanisms such as to cure disease. The better an explanation is at making predictions, the more useful it frequently can be, and the more likely it will continue to explain a body of evidence better than its alternatives. The most successful explanations â€" those which explain and make accurate predictions in a wide range of circumstances â€" are often called scientific theories. Most experimental results do not produce large changes in human understanding; improvements in theoretical scientific understanding typically result from a gradual process of development over time, sometimes across different domains of science. In general, explanations become accepted over time as evidence accumulates on a given topic, and the explanation in question proves more powerful than its alternatives at explaining the evidence. Often subsequent researchers re-formulate the explanations over time, or combined explanations to produce new explanations. Tow sees the scientific method in terms of an evolutionary algorithm applied to science and technology. That is, no theory can ever be

considered final, since new problematic evidence might be discovered. If such evidence is found, a new theory may be proposed, or more commonly it is found that modifications to the previous theory are sufficient to explain the new evidence. The strength of a theory can be argued[by whom? Theories can also become subsumed by other theories. Thus, in certain cases independent, unconnected, scientific observations can be connected to each other, unified by principles of increasing explanatory power. In subsequent modifications, it has also subsumed aspects of many other fields such as biochemistry and molecular biology. This demonstrates a use of photography as an experimental tool in science. Scientific methodology often directs that hypotheses be tested in controlled conditions wherever possible. This is frequently possible in certain areas, such as in the biological sciences, and more difficult in other areas, such as in astronomy. The practice of experimental control and reproducibility can have the effect of diminishing the potentially harmful effects of circumstance, and to a degree, personal bias. For example, pre-existing beliefs can alter the interpretation of results, as in confirmation bias ; this is a heuristic that leads a person with a particular belief to see things as reinforcing their belief, even if another observer might disagree in other words, people tend to observe what they expect to observe. Such proto-ideas are at first always too broad and insufficiently specialized. Once a structurally complete and closed system of opinions consisting of many details and relations has been formed, it offers enduring resistance to anything that contradicts it. MacKay has analyzed these elements in terms of limits to the accuracy of measurement and has related them to instrumental elements in a category of measurement. The scientific community and philosophers of science generally agree on the following classification of method components. These methodological elements and organization of procedures tend to be more characteristic of natural sciences than social sciences. Nonetheless, the cycle of formulating hypotheses, testing and analyzing the results, and formulating new hypotheses, will resemble the cycle described below. The scientific method is an iterative, cyclical process through which information is continually revised. These activities do not describe all that scientists do see below but apply mostly to experimental sciences e. The elements above are often taught in the educational system as "the scientific method". A linearized, pragmatic scheme of the four points above is sometimes offered as a guideline for proceeding: Characterizations The scientific method depends upon increasingly sophisticated characterizations of the subjects of investigation. The subjects can also be called unsolved problems or the unknowns.

THE ALCHEMY BUSINESS GROWTH METHODES pdf

5: The Alchemy of Growth : Mehrdad Baghai :

The Alchemy of Growth breaks down long-range growth into three horizons that is truly very simple to understand. And while the actual strategies you may use to drive your business towards these horizons might change, the manner of discuss The main premise of this book is that.

Plus, you get a no-risk, no questions asked, 30 day money back guarantee! Take a moment to review all the course contents below Helping them to do so is a multi-billion market. And, with them, so will you Furthermore, the course is designed so that as you are working through the training you can be lining up your first meetings using the advanced client generation systems Just look around, franchises are everywhere - and increasing every day! They make staggering amounts of money Even the small ones! Now, with the Alchemy Franchising program, I will show you how to do it too! You can read more about the program and system below Now founder and MD of a crowd funding company. Now, you can do the same! The exact step-by-step consulting system used by some of the most successful business consultants in the world Client acquisition made easyâ€¦ You will master many of the most powerful, impressive and compelling client generation strategiesâ€¦ Ever! A complete marketing and consulting A comprehensive grounding in business development marketing and principles How to quickly build personal recognition and reputation by prepositioning yourself, in the eyes of your prospects, as the expert, authority and seasoned professional. An extensive toolbox of manuals, guides, forms, worksheets, presentations, templates, spreadsheets and many other resource materials How to maximise your fees and even receive a percentage of the extra profits that you create for your clients. The Alchemy Fast Track blueprint that gets you out there and in front of clients fast! And much, much moreâ€¦ 2. What is Deal Making? Instead of being subservient to your clients you are in effect a partner, equity participant or joint venturer. This is how the very big money is made by those that adopt the deal making mindset and use the principles contained in this program. You will be shocked when you see just how simple this really is. They will actually want to give it to you! Discover the 3 simple deal making strategies that are more lucrative, more exciting and more personally rewarding than just about anything else! Furthermore, they will also charge you ongoing fees from all that you earn! A thorough, comprehensive and expert grounding in how franchising works: The difference between Franchising and Licensing and why you need to get it right. This alone has the potential to fast forward your clients success by years! How to use a little known exciting franchising mechanism to catapult and accelerate the success of a franchise almost instantly This made me hundreds of thousands within weeks of implementation! How to use our proprietary automated software to create franchise Operations Manuals that you can charge your clients upwards of several thousand and save time and hassle! What fees to charge for your services and how to get a BIG piece of the action! How to help clients recruit franchisees and rake in even more fees you will learn how! Ongoing support If you want, will even partner with you on interesting projects. Fast Track To Success System 2.

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6: We Grow Companies Like Yours - The Alchemy Consulting Group

Yet growth is often elusive, achieved at unacceptable costs, or managed in fits and starts. Based on over three years of research and application at high-performing companies around the world, The Alchemy of Growth is a comprehensive, practical approach to initiating, achieving, and sustaining profitable growth,today and tomorrow.

Jabir ibn Hayyan Geber , considered the "father of chemistry ", introduced a scientific and experimental approach to alchemy. After the fall of the Roman Empire , the focus of alchemical development moved to the Islamic World. Much more is known about Islamic alchemy because it was better documented: The early Islamic world was a melting pot for alchemy. Platonic and Aristotelian thought, which had already been somewhat appropriated into hermetical science, continued to be assimilated during the late 7th and early 8th centuries through Syriac translations and scholarship. The science historian, Paul Kraus, wrote: One knows in which miserable state this literature reached us. Collected by Byzantine scientists from the tenth century, the corpus of the Greek alchemists is a cluster of incoherent fragments, going back to all the times since the third century until the end of the Middle Ages. The efforts of Berthelot and Ruelle to put a little order in this mass of literature led only to poor results, and the later researchers, among them in particular Mrs. The study of the Greek alchemists is not very encouraging. An even surface examination of the Greek texts shows that a very small part only was organized according to true experiments of laboratory: The relatively clear description of the processes and the alchemical apparati, the methodical classification of the substances, mark an experimental spirit which is extremely far away from the weird and odd esotericism of the Greek texts. The theory on which Jabir supports his operations is one of clearness and of an impressive unity. In vain one would seek in the Greek texts a work as systematic as that which is presented, for example, in the Book of Seventy. The first essential in chemistry is that thou shouldest perform practical work and conduct experiments, for he who performs not practical work nor makes experiments will never attain to the least degree of mastery. The discovery that aqua regia , a mixture of nitric and hydrochloric acids, could dissolve the noblest metal, gold, was to fuel the imagination of alchemists for the next millennium. Islamic philosophers also made great contributions to alchemical hermeticism. The most influential author in this regard was arguably Jabir. He analyzed each Aristotelian element in terms of four basic qualities of hotness, coldness, dryness, and moistness. For example, lead was externally cold and dry, while gold was hot and moist. Thus, Jabir theorized, by rearranging the qualities of one metal, a different metal would result. The elemental system used in medieval alchemy also originated with Jabir. His original system consisted of seven elements, which included the five classical elements aether , air , earth , fire , and water in addition to two chemical elements representing the metals: Shortly thereafter, this evolved into eight elements, with the Arabic concept of the three metallic principles: In particular, they wrote refutations against the idea of the transmutation of metals. Chinese alchemy Taoist alchemists often use this alternate version of the taijitu. Whereas European alchemy eventually centered on the transmutation of base metals into noble metals, Chinese alchemy had a more obvious connection to medicine. Black powder may have been an important invention of Chinese alchemists. As previously stated above, Chinese alchemy was more related to medicine. It is said that the Chinese invented gunpowder while trying to find a potion for eternal life. Described in 9th-century texts[citation needed] and used in fireworks in China by the 10th century,[citation needed] it was used in cannons by Gunpowder was used by the Mongols against the Hungarians in , and in Europe by the 14th century. Chinese alchemy was closely connected to Taoist forms of traditional Chinese medicine , such as Acupuncture and Moxibustion , and to martial arts such as Tai Chi Chuan [citation needed] and Kung Fu although some Tai Chi schools believe that their art derives from the philosophical or hygienic branches of Taoism, not Alchemical. In fact, in the early Song dynasty , followers of this Taoist idea chiefly the elite and upper class would ingest mercuric sulfide , which, though tolerable in low levels, led many to suicide. Although European craftsmen and technicians preexisted, Robert notes in his preface that alchemy was unknown in Latin Europe at the time of his writing. The translation of Arabic texts concerning numerous disciplines including alchemy flourished in 12th-century Toledo, Spain , through contributors like Gerard of Cremona and Adelard of Bath.

These brought with them many new words to the European vocabulary for which there was no previous Latin equivalent. Alcohol, carboy, elixir, and athanor are examples. Grosseteste also did much work to reconcile Platonic and Aristotelian thinking. The efforts of the translators were succeeded by that of the encyclopaedists. In the 13th century, Albertus Magnus and Roger Bacon were the most notable of these, their work summarizing and explaining the newly imported alchemical knowledge in Aristotelian terms. Albertus critically compared these to the writings of Aristotle and Avicenna, where they concerned the transmutation of metals. From the time shortly after his death through to the 15th century, more than 28 alchemical tracts were misattributed to him, a common practice giving rise to his reputation as an accomplished alchemist. Roger Bacon, a Franciscan monk who wrote on a wide variety of topics including optics , comparative linguistics , and medicine, composed his Great Work Latin: Opus Majus for Pope Clement IV as part of a project towards rebuilding the medieval university curriculum to include the new learning of his time. His correspondence with Clement highlighted this, noting the importance of alchemy to the papacy. He noted that the theoretical lay outside the scope of Aristotle, the natural philosophers, and all Latin writers of his time. The practical, however, confirmed the theoretical thought experiment, and Bacon advocated its uses in natural science and medicine. Soon after Bacon, the influential work of Pseudo-Geber sometimes identified as Paul of Taranto appeared. His Summa Perfectionis remained a staple summary of alchemical practice and theory through the medieval and renaissance periods. It was notable for its inclusion of practical chemical operations alongside sulphur-mercury theory, and the unusual clarity with which they were described. Adepts believed in the macrocosm-microcosm theories of Hermes, that is to say, they believed that processes that affect minerals and other substances could have an effect on the human body for example, if one could learn the secret of purifying gold, one could use the technique to purify the human soul. They believed in the four elements and the four qualities as described above, and they had a strong tradition of cloaking their written ideas in a labyrinth of coded jargon set with traps to mislead the uninitiated. Finally, the alchemists practiced their art: Alchemical discourse shifted from scholarly philosophical debate to an exposed social commentary on the alchemists themselves. These critiques and regulations centered more around pseudo-alchemical charlatanism than the actual study of alchemy, which continued with an increasingly Christian tone. The 14th century saw the Christian imagery of death and resurrection employed in the alchemical texts of Petrus Bonus , John of Rupescissa , and in works written in the name of Raymond Lull and Arnold of Villanova. Although the historical Flamel existed, the writings and legends assigned to him only appeared in His work spends a great deal of time describing the processes and reactions, but never actually gives the formula for carrying out the transmutations. Bernard Trevisan and George Ripley made similar contributions. Their cryptic allusions and symbolism led to wide variations in interpretation of the art. Renaissance and early modern Europe[edit] Further information: Renaissance magic and natural magic Page from alchemic treatise of Ramon Llull , 16th century The red sun rising over the city, the final illustration of 16th-century alchemical text, Splendor Solis. The word rubedo , meaning "redness", was adopted by alchemists and signalled alchemical success, and the end of the great work. During the Renaissance , Hermetic and Platonic foundations were restored to European alchemy. The dawn of medical, pharmaceutical, occult, and entrepreneurial branches of alchemy followed. These were previously unavailable to Europeans who for the first time had a full picture of the alchemical theory that Bacon had declared absent. Renaissance Humanism and Renaissance Neoplatonism guided alchemists away from physics to refocus on mankind as the alchemical vessel. Esoteric systems developed that blended alchemy into a broader occult Hermeticism, fusing it with magic, astrology, and Christian cabala. He was instrumental in spreading this new blend of Hermeticism outside the borders of Italy. Paracelsus pioneered the use of chemicals and minerals in medicine and wrote, "Many have said of Alchemy, that it is for the making of gold and silver. For me such is not the aim, but to consider only what virtue and power may lie in medicines. He took an approach different from those before him, using this analogy not in the manner of soul-purification but in the manner that humans must have certain balances of minerals in their bodies, and that certain illnesses of the body had chemical remedies that could cure them. His writing portrayed alchemy as a sort of terrestrial astronomy in line with the Hermetic axiom As above so below. Robert Boyle and Elias Ashmole. Legitimate mystical and medical alchemists such as Michael Maier and Heinrich Khunrath wrote

about fraudulent transmutations, distinguishing themselves from the con artists. The terms "chemia" and "alchemia" were used as synonyms in the early modern period, and the differences between alchemy, chemistry and small-scale assaying and metallurgy were not as neat as in the present day. There were important overlaps between practitioners, and trying to classify them into alchemists, chemists and craftsmen is anachronistic. Sendivogious taught his technique to Cornelius Drebbel who, in , applied this in a submarine. Other early modern alchemists who were eminent in their other studies include Robert Boyle , and Jan Baptist van Helmont. Their Hermeticism complemented rather than precluded their practical achievements in medicine and science. The decline of European alchemy was brought about by the rise of modern science with its emphasis on rigorous quantitative experimentation and its disdain for "ancient wisdom". Although the seeds of these events were planted as early as the 17th century, alchemy still flourished for some two hundred years, and in fact may have reached its peak in the 18th century. As late as James Price claimed to have produced a powder that could transmute mercury into silver or gold. Early modern European alchemy continued to exhibit a diversity of theories, practices, and purposes: He assumed nothing in his experiments and compiled every piece of relevant data. Boyle would note the place in which the experiment was carried out, the wind characteristics, the position of the Sun and Moon, and the barometer reading, all just in case they proved to be relevant. Beginning around , a rigid distinction was drawn between "alchemy" and "chemistry" for the first time. This move was mostly successful, and the consequences of this continued into the 19th and 20th centuries, and even to the present day. Both forwarded a completely esoteric view of alchemy, as Atwood claimed: Hitchcock, in his Remarks Upon Alchymists attempted to make a case for his spiritual interpretation with his claim that the alchemists wrote about a spiritual discipline under a materialistic guise in order to avoid accusations of blasphemy from the church and state. In , Baron Carl Reichenbach , published his studies on Odic force , a concept with some similarities to alchemy, but his research did not enter the mainstream of scientific discussion. The first alchemist whose name we know is said to have been Mary the Jewess c. The laboratory water-bath, known eponymously especially in France as the bain-marie , is said to have been invented or at least improved by her. The tribikos a modified distillation apparatus and the kerotakis a more intricate apparatus used especially for sublimations are two other advancements in the process of distillation that are credited to her. Women vacate the history of alchemy during the medieval and renaissance periods, aside from the fictitious account of Perenelle Flamel. Modern historical research[edit] The history of alchemy has become a significant and recognized subject of academic study. A large collection of books on alchemy is kept in the Bibliotheca Philosophica Hermetica in Amsterdam. A recipe found in a midth-century kabbalah based book features step by step instructions on turning copper into gold.

7: The Alchemy of Growth: Practical Insights for Building the Enduring Enterprise by Mehrdad Baghai

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8: SEO Experts Sydney | Alchemy Growth Lab Marketing Agency

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9: Martyn Overton - Alchemy Business Growth. 4Networking member

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