

# WALDEN PADDLERS

Alysse Rocke

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Read Walden Paddler reviews, specs, & where to buy - "My first kayak, the Walden Paddler, a river kayak. Red. My best friend. I got her in

### **American Whitewater**

In late , Paul Farrow, at age 45, could look back with satisfaction and pleasure at the path his company, Walden Paddlers, had traversed in the three years.

### **Walden Paddlers - Nick's Blog**

Download Citation on ResearchGate | Walden Paddlers | This case describes the process that entrepreneur Paul Farrow went through to establish his kayak.

### **Walden Paddler Reviews - Walden Kayaks | Buyers' Guide | egequtuwydyg.tk**

Key to Walden Paddlers' \$1-million sales in was the company's ability to forge close alliances with key suppliers and customers while keeping fixed costs .

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## **Business Case Studies & Business Publications - Darden Business Publishing. Walden Paddlers**

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Find many great new & used options and get the best deals for KAYAK - WALDEN PADDLERS, VISION - 12 FT - EXCELLENT CONDITION - WITH 2 STORAGE.

Format: Kindle Edition; File Size: KB; Print Length: 46 pages; Publisher: Darden Business Publishing (12 August ); Sold by: Amazon Asia-Pacific.

Related books: [Jesuits](#), [Sow What?](#), [Intellectuelle Emigration: Zur Aktualität eines historischen Phänomens \(German Edition\)](#), [Thank You for Listening: Gain Influence & Improve Relationships](#), [Better Listening Skills in 8 Steps](#), [All Prayed Out](#).

Breaking with industry practices and targeting an overlooked market niche, he designed and produced a high performance recreational kayak at a reasonable price for novice kayakers. Each direction had its pluses and minuses Walden Paddlers he needed to make some commitments soon.

They could gradually expand internationally. It doesn't make sense". Farrow calls the marketing Walden Paddlers "a cheap sales call," and it also gave him good "reach through" to his ultimate customer base. Bill Bygrave, director of the entrepreneurial-studies department at Babson College, in Wellesley, Mass.

Paul'sson Ben also helped during the summers readying the kayaks for transport could keep the firm's operations compact and focused on his original vision of high performance, reasonably priced kayaks for novice users.