



# Sowing ideas. Harvesting the future.

**Delius Klasing**

<b>ISBN</b>	9783667114648
<b>Publisher</b>	Delius Klasing
<b>Binding</b>	Hardback
<b>Territory</b>	World excluding Germany, Switzerland and Austria
<b>Size</b>	270 mm x 240 mm
<b>Pages</b>	208 Pages
<b>Illustrations</b>	100 color
<b>Price</b>	£23.00

- Includes the presentation of 30 outstanding and formative innovations as examples of the CLAAS company's innovative culture
- Addresses issues such as artificial intelligence in agriculture, market research, and patent protection

The CLAAS company, one of the world's leading manufacturers of agricultural engineering equipment, has managed to successfully reconcile tradition and innovation since it was founded in 1913. In this book, the authors show how a spirit of inventiveness and a deeply ingrained culture that values innovation has brought visionary technologies in equipment design and production to fruition.

It tells the compelling story of this international company and introduces some of the smart minds behind the most forward-thinking ideas. In fusing mechanical engineering with digitalisation, CLAAS has developed ground-breaking technologies that address the future of agriculture and one of the greatest challenges of our time: feeding an ever-growing global population.