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# Innovation: A Very Short Introduction



## Synopsis

What is innovation? How important is innovation in business? How can we use it to succeed? In the last 150 years our world has been transformed--largely due to innovation. Our parents were born into a world where television had yet to be invented, and there was no penicillin or frozen food. Our great grandparents began life in a world with no light bulbs, cars, telephones, or airplanes. This Very Short Introduction looks at what innovation is and why it can affect us so profoundly. It examines how it occurs, who stimulates it, how it is pursued, and what its outcomes are, both positive and negative. The book shows that innovation is hugely challenging and failure is common, yet it is essential to our social and economic progress. Mark Dodgson and David Gann also consider the extent to which our understanding of innovation has developed over the past century and how it might be used to interpret the global economy we all face in the future.

## Book Information

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## Customer Reviews

Innovation has always been fundamental to leadership, be it in the public or private arena. This insightful book teaches lessons from the successes of the past, and spotlights the challenges and the opportunities for innovation as we move from the industrial age to the knowledge economy. \*

Linda Sanford, Senior Vice President, IBM \* Despite the difference in surnames, Mark Dodgson and I are brothers. I have known him and his faults all his life. How he wrote a book like this with David Gann I have no idea, but here it is, and a very good book too. It tells a fascinating story, and one of growing importance. The ability to innovate is both expected and valued in the worlds of science

and the arts: here we read about its importance in the field of business, and about how vastly our lives have changed and continue to change because of the innovative talents of individuals, and the innovation strategies of forward-thinking companies. There is a great deal here to fascinate not only those who are professionally engaged in business, but everyone who takes an intelligent interest in how our world is managed. \* Philip Pullman \*

Mark Dodgson is Director of the Technology and Innovation Management Centre at the University of Queensland Business School, Australia. David Gann is Head of Innovation and Entrepreneurship and Chair in Technology and Innovation Management at Imperial College London.

Good general review of the subject

Very interesting. It's very agreeable to read this book, and it's an excellent material for my classes Technologic Innovation, for civil Engineering.

Innovation is a sprawling literature but this book brings together the key ideas very well. For practitioners, a highlight is the informative case studies that show how some aspects of innovation are timeless (e.g. the entrepreneurialism of Josiah Wedgwood) but others are being transformed by technologies that allow rapid prototyping and virtual collaboration. A highly recommended book from renowned experts in the field.

Living with the Genie: Essays On Technology And The Quest For Human Mastery  
Human Enhancement  
This short introduction, however well-written on some subjects, has a serious defect: With the exception of some declarative remarks made apropos in the last pages, the serious dangers of innovation and ways to prevent them are ignored. This weakness starts with lack of attention to the critical importance of warfare and military establishments in pushing innovation and continues with absence of treatment at most of the dangers to the future of humanity posed by capabilities to destroy itself supplied by innovations, other than repeating the mantra on greenhouse gas emissions and "sustainability". There is a growing literature on the dangers of innovations in biotechnology, robotics, nanotechnologies and more. Thus, to give just one example, the debate is hot on human enhancement as increasingly enabled by science and technology innovations. Just imagine that a process costing, say, one million dollars will increase life expectancy to 120 years. Humanity faces harsh issues of regulating innovation and its uses. These in turn lead to

power aspects of innovation, ignored in the book. Trusting markets, self-regulation and "good will" to do the job is a dangerous illusion, new forms of rigorous controls becoming increasingly necessary. All this problematic is not discussed in the book, seriously impairing its validity and usefulness. Professor Yehezkel Dror The Hebrew University of Jerusalem

If you want to know about innovation, read this book! Full of insights and explanations, the perfect very short introduction....

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