

The Future of Innovation

Bettina von Stamm, Anna Trifilova
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Bettina von Stamm, Anna Trifilova : The Future of Innovation before purchasing it in order to gage whether or not it would be worth my time, and all praised The Future of Innovation:

Three unassailable facts will strike you as soon as you start to read The Future of Innovation:bull; One: innovation is the new mantra; whether you're involved in teaching art and design, new product development for a blue chip consumer brand or responsible for providing public services to citizens;bull; Two: understanding innovation requires multiple perspectives; from culture and mindset, social and commercial context, new ways of working as much as new products or services;bull; Three: innovation is a journey; drawing on insights from around the globe is essential to

accelerate our progress. Bettina von Stamm and Anna Trifilova have gathered together the thoughts and ideas of over 200 of the most creative innovators from business, professional practice and academia from nearly 60 countries. The contributors look at innovation from almost every angle. Their statements offer an unparalleled view of innovation and provide a depth of insight that is extraordinary. The editors' reflection on each statement and on the sections within the book, provide useful links between themes and reinforce the relationships between many of the ideas. Anyone interested in innovation (student, researcher or practitioner) will benefit from this global thought collection. The contributors' multiple perspectives, models, practical examples and stories provide a sense of innovation that no single writer could ever capture. The Future of Innovation is supported by the website www.thefutureofinnovation.org, where you can find even more contributions and tools that enable you to exchange, expand, elaborate and develop your perspectives on the future of innovation.

'...the book is a fascinating compendium of thoughts from people that really think about innovation...the editors have made dipping in easy by weaving the articles with their own comments. There is also a good reference system if there is something particular you are searching for. There is an accompanying website that has on it even more articles that didn't make it into the book. Great job, good read.' Ewan R. Brown (on .co.uk) '...if you are serious about keeping up to date with innovation order your copy today!' - Harriet Lucy Gower (on .co.uk) '...it succeeds in providing an up-to-date self-portrait for the innovation community using many voices without the stylistic, technical and temporal constraints of traditional publications. Above all, the book (and its ongoing web-project) provides a shared living platform and inspiration for members of the industrial innovation community and effectively communicates the community members' ideas to a wider audience.' - Steffen Conn, RD Management

About the Author Dr Bettina von Stamm is the founder of the Innovation Leadership Forum. Her first degree is in architecture and town planning. She also has an MBA as well as a PhD from London Business School and has developed an expertise in innovation and new product development and design. Her work, which spans research, teaching, consulting, and speaking assignments, has resulted in the writing of two books - *The Innovation Wave* (2002) and *Managing Innovation Design Creativity* (2nd Edition, 2008). Dr von Stamm has the role of 'catalyst' to help speed-up the creation of innovative organizations in a number of large organizations: (e.g. DSM, Hibernian, Mars the Financial Ombudsman Services). In addition she teaches innovation and design management at a number of leading universities in the UK, Germany and France, and shares her passion for innovation at conferences, workshops and other events. Dr Anna Trifilova's particular interest is in understanding innovation and its management in the global context. Her areas of research interest are international technology collaboration, Russian RD organizations on the global innovation arena, managing for global innovations. In Russia she published two books on innovation management. Currently, she is the head of the Management and Marketing Department at Nizhny Novgorod Architecture and Civil Engineering State University. She writes in her own section: International Kaleidoscope, for the Russian journal INNOVATIONS.