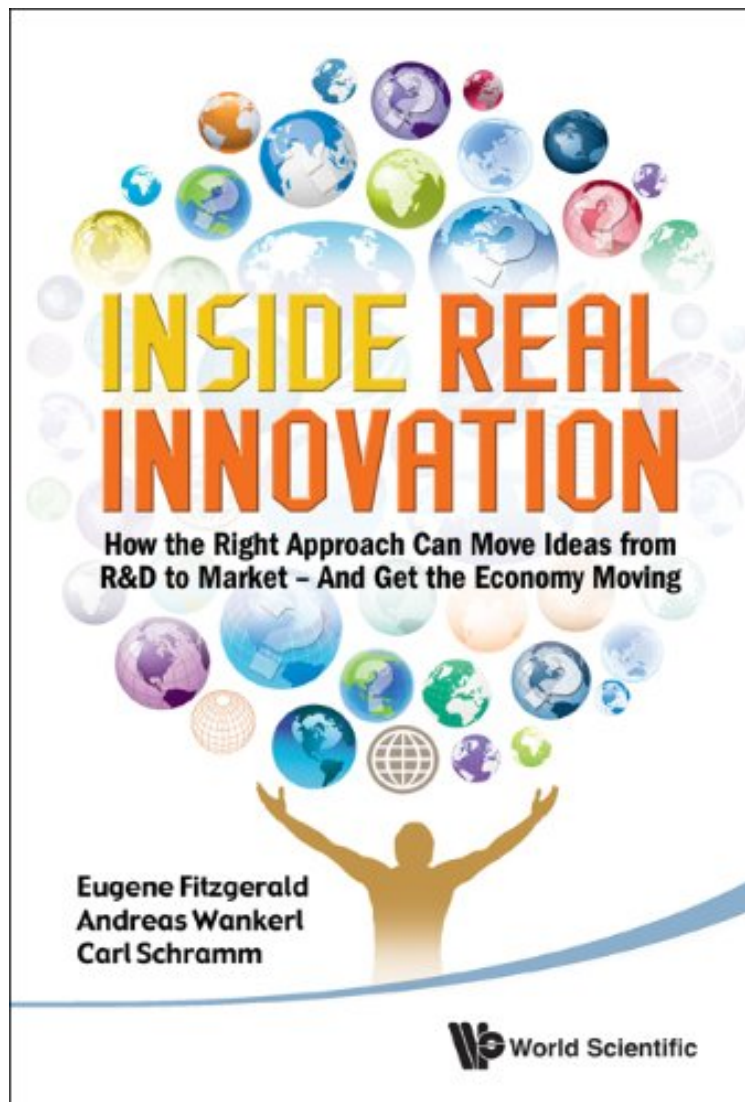


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## Inside Real Innovation:How the Right Approach Can Move Ideas from RD to Market mdash; And Get the Economy Moving

*Eugene Fitzgerald, Andreas Wankerl, Carl Schramm*  
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**Eugene Fitzgerald, Andreas Wankerl, Carl Schramm : Inside Real Innovation:How the Right Approach Can Move Ideas from RD to Market mdash; And Get the Economy Moving** before purchasing it in order to gage whether or not it would be worth my time, and all praised Inside Real Innovation:How the Right Approach Can Move Ideas from RD to Market mdash; And Get the Economy Moving:

1 of 1 people found the following review helpful. High-level innovation insightsBy Jill VanDewoestineThis book is a

fascinating discussion of the rise and fall of innovation in America over the last century, and contains some great insights about the practice of bringing fundamentally new ideas from the lab to the marketplace. Strengths: 1. It provides a concise, cogent, and compelling picture of the stages of American innovation, particularly the age of "bureaucratic innovation" in the 50's through the 80's. This era gave birth to the fundamental innovations of semiconductors and telecommunications industries which still drive global growth. Unfortunately, global competition, unrealistic financial return expectations on innovation, and a lack of coordination between private and public entities has demolished this highly productive system. 2. Its model of success for fundamental innovation is to iterate between the areas of technology, market, and execution by identifying and reducing the greatest area of uncertainty with incremental learning. Innovation is not a linear progression from technology invention to market definition to business execution, but a spiral through these different areas. Concepts are tested and rejected as the innovator finds a place where the technology meets a market's needs via a profitable business model. There are a few aspects that should have received more attention, however: 1. The book emphasized the need to drive down uncertainty, but did not suggest any models or tools to assess or reduce risk. 2. The model innovator is presented as a single individual who possesses the technical depth, marketing experience, and ability to execute on his or her idea. The book says little about how to assemble a small team of people with the right mix of experiences expertise to successfully innovate, which is arguably lower risk than going it alone. 3. Corporations are advised to focus on innovations that are 3-5 years away from commercialization, and to seed ideas that need more time than that into academia for later development. Some examples of how this has been done this successfully would have been helpful, since it may not come naturally to many companies. Bottom line: this is a compelling portrayal of the innovation environment the U.S. faces today, and gives a very accurate high-level description of what it takes to develop fundamental innovations into market successes. I hope many people read it so that its ideas and recommendations can be discussed on a large scale. However, if you are looking for a book that presents specific models and methods for technology development, innovation marketing, or process execution, you will have to look elsewhere. 0 of 0 people found the following review helpful. An interesting view from an innovator By Steve The book is easy to read and logically founded. The iterative, nonlinear process of invention from discovery to implementation to marketing taking 10-15 years as it does, the authors suggest ways to reinvigorate the innovation pipeline by increased activity of the market participants in the widest sense, so that the economy can be reinforced by valuable and directed research. The basis of much of the book is the insight gained by Eugene Fitzgerald, who was a main innovator in the discovery and use of strained silicon in modern chips and thereby an enabler of Moore's Law. I missed a list of references or further reading at the end, but this can be forgiven since the thoughts are largely reflections of the innovator himself on how the process really works. 0 of 0 people found the following review helpful. Four Stars By Customer Very Good book

Video <http://www.youtube.com/user/worldscientific#p/u/0/motNYu4eTFw> — Prof. Eugene Fitzgerald talks about the process of innovation and introduces Inside Real Innovation. Read more about the authors' interview/article with Inc. and Forbes. This breakthrough book gives a ground-floor view of the innovation process, showing how fundamental innovators really work. Then, it connects that knowledge to the bigger picture, explaining why the "innovation system" in the United States is failing to work as it once did, and what all parties can do to build a better system for the future. Inside Real Innovation is written by distinguished practicing innovators. They debunk the concept of innovation as a linear process, from research to development to product in the market. They present a simple model for understanding it as a highly iterative process, in which you cycle repeatedly through many factors in the areas of Technology, Market and Implementation — until the right pieces come together. Co-author Gene Fitzgerald tells the story of his own major innovation, tracing it along the winding path into products we use every day. The authors then proceed to tell the larger story of how the vaunted American "pipeline" for carrying this process has been pulled apart. The book is a must-read for anyone with an interest in a strong innovation system: investors, innovators and people in corporations, universities and government. Inside Real Innovation has become the course-book for a White House-recognized MIT course entitled 3.086x Innovation and Commercialization.

"Kudos to the authors of Inside Real Innovation. After debunking the age-old dogma about real innovation being a linear process, they clearly demonstrate how the cornerstones of Technology, Market, and Implementation must work together iteratively to realize ideas in the marketplace. As a university professor who has founded five companies to date, I especially commend this book to US government and university IP policy makers." Jerry Woodall National Medal of Technology Laureate "Inside Real Innovation offers a compelling and worrisome look at the US innovation system. The authors argue that the US has been living off fundamental innovations done decades ago. This book must be read by scholars and policymakers with a concern for US economic performance." Gary P Pisano Harvard Business School From the Inside Flap This break-through innovation book gives a 'ground-floor' view of the innovation process. It is written by practitioners of innovation, whose expertise scales from universities to start-ups to corporations and governments, allowing the authors to avoid the usual high-level-only descriptions of generic innovation. Organized in three parts, the first part develops the detailed iterative

innovation process and debunks the widely held concept of linear innovation (research-development-product) as the actual innovation process. With the reader armed with the true innovation process, the second part analyzes, using the lens of iterative innovation, a real fundamental innovation advance which transpired over a 20-year period. In the last part of the book, the authors use this new interpretation of how innovation evolves to accurately portray modern US innovation history, and define the underlying crisis in our innovation pipeline. This part finishes with practical guides for all innovation stakeholders: individual innovators, investors, universities, corporations, and governments. The book is sufficiently self-contained and can be read by anyone interested in any aspect or impact of innovation.

About the Author Eugene Fitzgerald is the Merton C Flemings SMA Professor of Materials Engineering at the Massachusetts Institute of Technology, Visiting Professor of Management in the Johnson School at Cornell University and Fellow in the Singapore-MIT Alliance. He is Founder and Board Chairman of Innovation Interface. Building upon his early experience at ATT Bell Labs, he has created and led a series of fundamental innovations, from early technology to final implementation in the market. As a serial entrepreneur, he has been a founder or founding team member of five start-up companies. Andreas Wankerl is Operations Director of the Innovation Interface. He conceptualized its beginnings and co-founded its precursor, the Business of Science and Technology Initiative at Cornell University. The Innovation Interface works with corporations on innovation processes and innovation projects at the corporate/university interface. With a PhD in Electrical Engineering and after managing international sales and customer relations in the semiconductor equipment industry, he returned to Cornell to earn his MBA and to start what has become the Innovation Interface. Carl J Schramm, president and CEO of the Kauffman Foundation, is an international authority on entrepreneurial innovation and economic growth. He has served on two Department of Commerce innovation committees during both the Bush and Obama administrations, advises government leaders worldwide on economic expansion, and serves on the Prime Minister of Singapore's Research, Innovation and Enterprise Council. Trained as an economist and lawyer, Schramm has founded and cofounded several healthcare finance and information technology companies. His commentary appears in major publications such as Foreign Affairs and The Wall Street Journal, and his book, Good Capitalism, Bad Capitalism, is available in nine languages.