

# Innovative Thinkers Publish with World Scientific



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*Harvard Business School, USA*



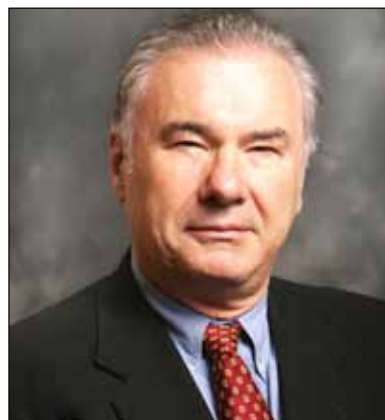
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## About the Authors

**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. Building upon his early experience at AT&T Bell Labs, he has created and led a series of fundamental innovations, from early technology to final implementation in the market.

**Andreas Wanklerl** 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.

**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.



## About the Author

**James M Utterback** is David J McGrath jr. Professor of Management and Innovation in the Sloan School of Management and Professor of Engineering Systems in the School of Engineering at the Massachusetts Institute of Technology. He is a Fellow of the Royal Swedish Academy of Engineering Sciences and a Member of the Board of Governors of Argonne National Laboratory.

## DESIGN-INSPIRED INNOVATION

by **James Utterback** (Massachusetts Institute of Technology, USA), **Bengt-Arne Vedin** (Mälardalen University, Sweden), **Eduardo Alvarez** (VIGIX, Inc.), **Sten Ekman** (Mälardalen University, Sweden), **Susan Walsh Sanderson** (Rensselaer Polytechnic Institute, USA), **Bruce Tether** (University of Manchester, UK) & **Roberto Verganti** (Politecnico di Milano, Italy)

*"This book is surely a good starting point for further reading and contemplation on the subject of 'design-inspired innovation'. Compact discussions, good examples and a broad overview of the field are presented ... The vast number of positive reviews of this book is truly deserved. Readers interested in the subject will definitely be inspired by this book."*

**Creativity and Innovation Management**

|                                 |                 |            |
|---------------------------------|-----------------|------------|
| <b>280pp</b>                    | <b>Dec 2006</b> |            |
| <b>978-981-256-694-2</b>        | <b>US\$82</b>   | <b>£57</b> |
| <b>978-981-256-695-9(pbk)</b>   | <b>US\$37</b>   | <b>£26</b> |
| <b>978-981-277-408-8(ebook)</b> | <b>US\$107</b>  |            |

## INSIDE REAL INNOVATION

How the Right Approach Can Move Ideas from R&D to Market — And Get the Economy Moving by **Eugene Fitzgerald, Andreas Wanklerl** (Massachusetts Institute of Technology, USA, Cornell University, USA & The Innovation Interface, USA) & **Carl Schramm** (The Kauffman Foundation, USA)

*"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

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.

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|---------------------------------|------------------|------------|
| <b>248pp</b>                    | <b>Nov 2010</b>  |            |
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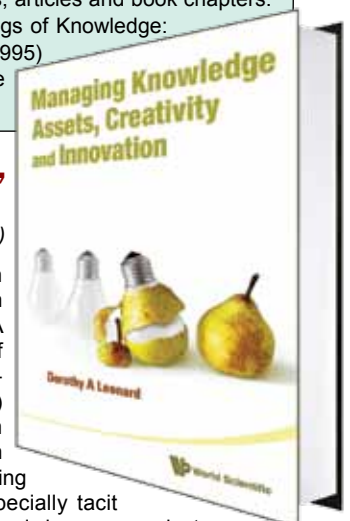
## About the Author

**Dorothy Leonard** was a professor for 20 years at the Harvard Business School, where she taught courses on innovation, new product development, creativity and knowledge management. She has consulted for industry (e.g., IBM, 3M) and governments (e.g., the U.S., Sweden) and has written hundreds of cases, articles and book chapters. She has published several books including Wellsprings of Knowledge: Building and Sustaining the Sources of Innovation (1995) and When Sparks Fly ("Best Book on Creativity" by the European Association for Creativity and Innovation).

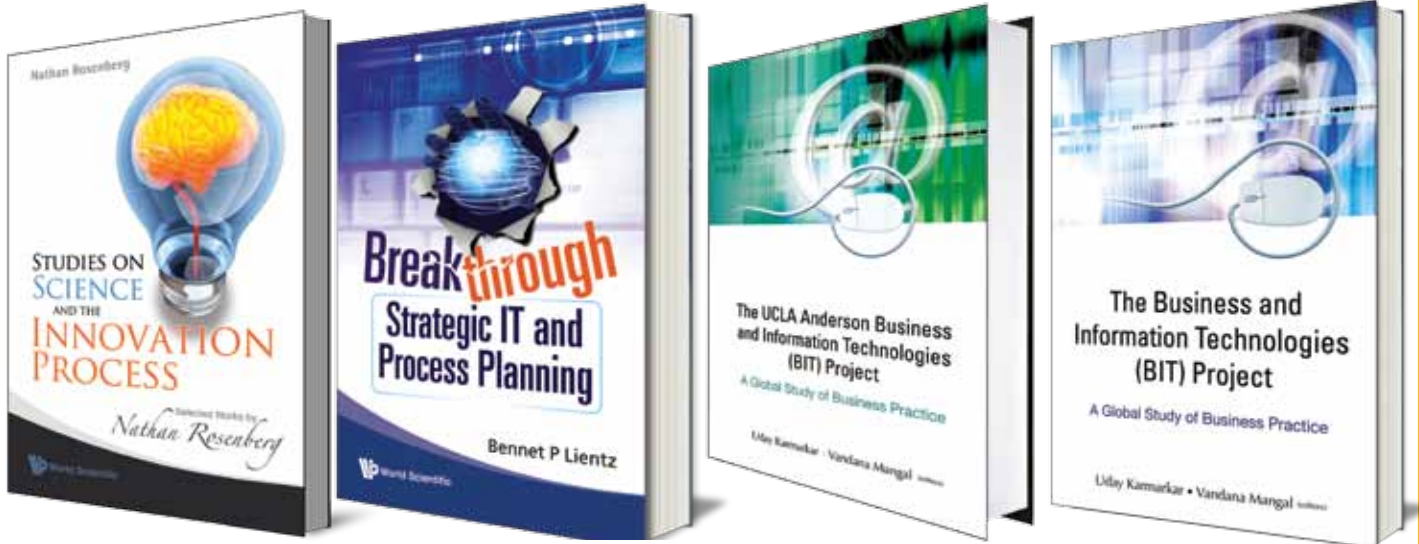
## MANAGING KNOWLEDGE ASSETS, CREATIVITY AND INNOVATION

by **Dorothy A Leonard** (Harvard Business School, USA)

This book pulls together for the first time, works on knowledge and innovation, including the implementation of new processes and products, written by Dorothy A Leonard over more than two decades. It consists of articles from journals in diverse fields (e.g. the award-winning article on Core Capabilities and Core Rigidities) and book chapters that cover the innovation process, from its inception in peoples' heads to its implementation. An underlying theme running throughout the book is managing the flow of knowledge that propels innovation — especially tacit knowledge. Such knowledge is difficult to transfer or embody in a new product, process or service. However, it is not only essential but often comprises the most valuable component in the innovation. The opening chapter, written expressly for this volume, probes the connections between tacit knowledge, creativity and innovation.



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| <b>350pp (approx.)</b>          | <b>May 2011</b> |            |
| <b>978-981-4295-49-9</b>        | <b>US\$135</b>  | <b>£93</b> |
| <b>978-981-4295-50-5(ebook)</b> | <b>US\$176</b>  |            |



*About the Author*

**Nathan Rosenberg** is the Fairleigh S. Dickinson, Jr. Professor of Public Policy in the Department of Economics at Stanford University. His research interests focus on the economics of technological change, with special attention paid to the role played by scientific research in shaping the rate and direction of technological change.

**STUDIES ON SCIENCE AND THE INNOVATION PROCESS**

Selected Works of Nathan Rosenberg  
 edited by **Nathan Rosenberg** (Stanford University, USA)

Science and technology have become increasingly intertwined in the twentieth century. However, little attention has been paid to the forces that have brought about this condition. Indeed, many scholars have taken it simply for granted that causality always runs from science to technology. In this groundbreaking book, Rosenberg's research suggests that history and extensive empirical evidence lead to a reality that is far more complex as well as far more interesting. Here, Rosenberg's papers explore a wide range of pertinent issues, especially those connected with the innovative process, including the realms of electric power, electronics, chemicals, aircraft, medicine, instrumentation and, in particular, higher education and the organization of research activities.

**428pp** **Aug 2009**  
**978-981-4273-58-9** **US\$65** **£49**  
**978-981-4273-59-6(ebook)** **US\$85**

*About the Author*

**Bennet Lientz** is a Professor in the Anderson Graduate School of Management, University of California, Los Angeles. Prof Lientz has been consulting, teaching, and doing applied research in a number of areas of business and information systems for the past 30 years.

**BREAKTHROUGH STRATEGIC IT AND PROCESS PLANNING**

by **Bennet P Lientz** (UCLA Anderson School of Management, USA)

This book is the first publication that combines the principles of business process management with strategic IT planning; the result being a groundbreaking work on strategic IT and process planning. While *Breakthrough Strategic IT and Process Planning* focuses on the real world of organizations, extensive treatment is also devoted to the politics of strategic planning. As such, a project management approach that combines process improvement, IT, and change management is employed. Other important aspects of process planning are discussed in detail: the strategic allocation of resources, short and long term implementation of the strategic plan, marketing of the plan to gain support for implementation, and development of strategic IT and process plans for business units and departments.

**540pp** **Oct 2009**  
**978-981-4280-08-2** **US\$68** **£51**  
**978-981-4280-09-9(ebook)** **US\$88**

*About the Author*

**Uday S Karmarkar** is LA Times Professor of Technology and Strategy, Research Director and co-founder of the Center for Management in the Information Economy (CMIE) at the Anderson Graduate School of Management at UCLA. He is a founder and former chairman of the Manufacturing Interest Group (now MSOM) of INFORMS.

**THE UCLA ANDERSON BUSINESS AND INFORMATION TECHNOLOGIES (BIT) PROJECT**

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**572pp** **Aug 2009**  
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**348pp** **Feb 2007**  
**978-981-256-696-6** **US\$124** **£86**  
**978-981-270-761-1(ebook)** **US\$161**



*About the Author*

**David Teece** is a Chaired Professor at the University of California Berkeley, where he is also Director of the Institute for Management Innovation and Organization. He has over 250 scholarly publications and three honorary doctorates. He is listed as one of the World's Top 50 Leading Business Intellectuals by Accenture.

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This book examines the manner in which successful firms develop, transfer, protect, and capture value from technological innovation.

**528pp** **Sep 2003**  
**978-981-02-4446-0** **US\$176 £121** • **978-981-02-4447-7(pbk)** **US\$87 £60**  
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**488pp** **Sep 2008**  
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**978-981-283-318-1(ebook)** **US\$239**

*About the Author*

**Joe Tidd** is Professor of Technology and Innovation Management and Deputy Director of SPRU (Science & Technology Policy Research), University of Sussex, UK and Visiting Professor at University College London, Copenhagen Business School, and Rotterdam School of Management.

Series on Technology Management - Vol. 15

**GAINING MOMENTUM**

Managing the Diffusion of Innovations

edited by **Joe Tidd** (SPRU, University of Sussex, UK)

Diffusion, or the widespread adoption of innovations, is a critical yet under-researched topic. There is a wide gap between development and successful adoption of an innovation. Therefore, a better understanding of why and how an innovation is adopted can help develop realistic management and business plans. Most books on this topic use a single-discipline approach to explain the diffusion of innovations. This book adopts a multi-disciplinary and managerial process approach to understanding and promoting the adoption of innovations, based on the latest research and practice.

**448pp** **Jul 2010**  
**978-1-84816-354-6** **US\$106 £73** • **978-1-84816-355-3(ebook)** **US\$138**

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Series on Technology Management - Vol. 3

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(Second Edition)

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The contributors to this book include leading researchers and practitioners in the field. Adopting a practical but rigorous approach to the subject, they focus on the measurement, management and improvement of organisational, technological and market competencies, and identify the relationships with strategic, operational and financial performance.

**452pp** **May 2006**  
**978-1-86094-638-7** **US\$122 £84** • **978-1-86094-813-8(ebook)** **US\$159**

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