



The Future of Innovation



Edited by Bettina von Stamm and Anna Trifilova

Three unassailable facts will strike you as soon as you start to read *The Future of Innovation*:

- 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;
- 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;
- 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' reflections 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 a new website www.thefutureofinnovation.org where you can find even more contributions, providing readers with a vehicle to continue the journey, with tools that enable you to exchange, expand, elaborate and develop your perspectives on the future of innovation.

Martina Sheehan contributed to this stimulating book with the article entitled *The Future of Innovation ... It Is All In the Mind*. She proposes that the emerging science of the brain and growing understanding of the mind hold the key to building the skills of creativity and innovation. Martina is co-author of the *Mind Gardener™ Guides*, a series of resources that translate the brain sciences into practical steps that make a real difference in how people live and work.



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