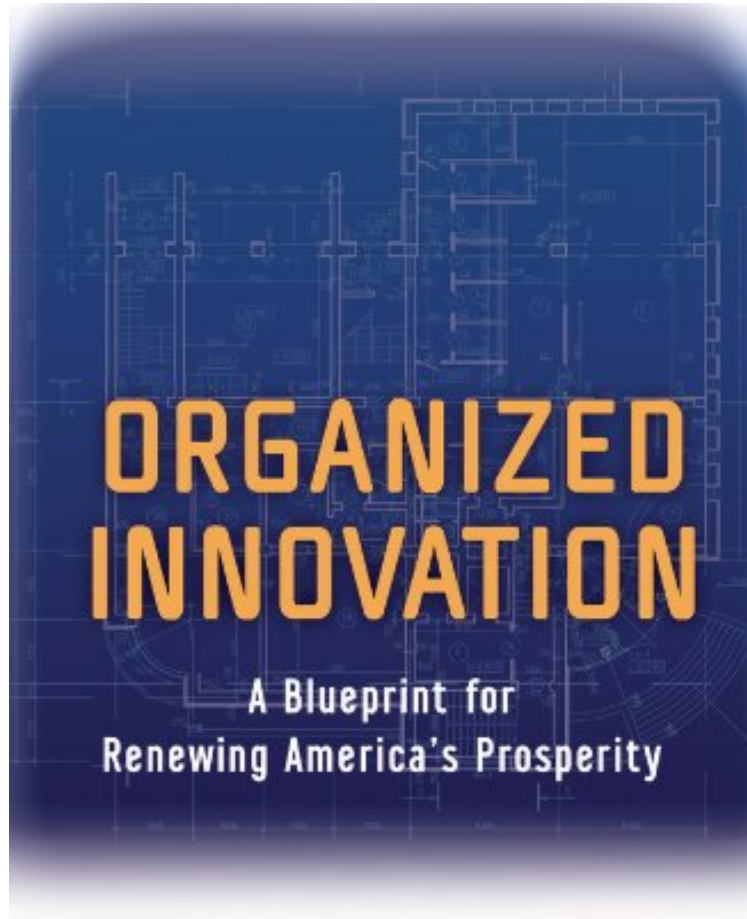


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# Organized Innovation: A Blueprint for Renewing America's Prosperity

*Steven C. Currall, Ed Frauenheim, Sara Jansen Perry, Emily M. Hunter*  
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**Steven C. Currall, Ed Frauenheim, Sara Jansen Perry, Emily M. Hunter : Organized Innovation: A Blueprint for Renewing America's Prosperity** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Organized Innovation: A Blueprint for Renewing America's Prosperity:

3 of 3 people found the following review helpful. The Pathway to SuccessBy Frank AkersMost of us like to study the successes of others because they offer options for future problem solving and lead us beyond our present state. In Organized Innovation, A Blueprint for Renewing America's Prosperity, Steve Currall, Ed Frauenheim, Sara

Jensen Perry and Emily M. Hunter provide "A Pathway to Success"; More importantly, they do it in a scholarly yet useful, predictive and highly engaging way. The book's compact nature adds to its appeal by clearly delineating its major sections of The Problem, The Solution and The Prescription. Organized Innovation is equally applicable to academia, business or government. It definitively shows the role of each and illustrates how they appropriately blend for success in varied scenarios. Though not required for every reader, the rich appendices present additional depth and validate the research. The brightest star in this constellation of excellence is the superb figure entitled, "The Organized Information Framework"; Clearly and concisely, the figure illuminates "The Pathway to Success"; Organized Innovation is a must read for all wishing to improve their ability to innovate for themselves or in their organizations. 2 of 2 people found the following review helpful. A "must read" for those interested in commercializing new technology

By Kim A. Stelson  
In spite of its powerful resources for fundamental research, technological innovation and commercialization, the United States lags other countries in moving new ideas into the marketplace. The reason is that our innovation process is disorganized. As its title suggests, this book advocates organized innovation as a successful approach that would greatly facilitate the connection between fundamental research and eventual commercialization of results. This method is based on the approach of Engineering Research Centers (ERCs), a highly successful program of the National Science Foundation. Three aspects are highlighted: channeled curiosity, boundary-breaking collaboration, and orchestrated commercialization. 0 of 0 people found the following review helpful. Well written and gives a clear picture how innovation can ...

By happy buddhist  
Well written and gives a clear picture how innovation can be stimulated. Based on their study of NSF funded Engineering Research Center's the authors identify the key ingredients that companies should focus on to make innovation a part of daily business operations.

"Organized" and "innovation" are words rarely heard together. But an organized approach to innovation is precisely what America needs today. This book presents a blueprint for coordinating technology breakthroughs to advance America's global competitiveness and prosperity. That prosperity is at risk. As other nations bolster technology innovation efforts, America's research, development, and commercialization enterprise is falling behind. An "innovation gap" has emerged in recent decades, where US universities focus on basic research and industry concentrates on incremental product development. The country has failed to address the innovation gap because of three myths--innovation is about lone geniuses, the free market, and serendipity. These myths blind us from recognizing our dysfunctional system of unorganized innovation.

In *Organized Innovation*, Currall, Fraunheim, Perry and Hunter provide a framework for optimizing the way America creates, develops, and commercializes technology breakthroughs. A roadmap for universities, business, and government, the book is grounded in the authors' seminal study of the National Science Foundation's Engineering Research Center program, which has returned to the US economy more than ten times the funding invested in it. For too long, our approach to technology innovation has been unorganized. The authors enable us to turn the page. They show us how to organize innovation for a more prosperous, hopeful future.

"The authors' model of 'Organized Innovation' is based on the remarkable success of the National Science Foundation's Engineering Research Centers. This book offers a recipe for reversing worrisome trends in America's leadership in science and technology and the competitiveness of its industries through enhanced partnerships among universities, industry, and federal agencies. At a time when federal budgets are severely constrained, it is all the more important to insure those resources are well spent." --Neal Lane, physicist, former U.S. Presidential Science Adviser, former National Science Foundation director, and the Malcolm Gillis University Professor, Rice University

"Organized Innovation busts myths. Experts often speak of disruption and chaos as the fuel for innovation. Here, the authors reveal that meaningful innovation requires orchestrated serendipity -- and an environment that strategically breeds such serendipity. The authors have identified an innovation blueprint that can be of immense benefit to American industry, government, academia, and society as a whole." --C. L. Max Nikias, President and Malcolm R. Currie Chair in Technology and the Humanities, and former Founding Director of an NSF Engineering Research Center at the University of Southern California

"This compelling book underscores the unique partnership in the United States between the government, universities, and the private sector and the specific actions each can take to drive technological breakthroughs and innovation." --William P. Sullivan, President and CEO, Agilent Technologies

"Based on extensive case studies of the Engineering Research Centers of the National Science Foundation, the authors lay out a compelling blueprint for 'organized innovation,' a systematic method for the successful commercialization of scientific discoveries. The book delineates the essential role of partnerships between the government, universities and the private sector in fostering the scientific research and teamwork on which innovation and economic progress depend." --Laura D'Andrea Tyson, Professor of Business Administration and Economics, Director, Institute for Business Social Impact, Haas School of Business, University of California, Berkeley, former Chairperson of the U.S. President's Council of Economic Advisers, former Dean of London Business School and the Haas School of Business

"Organized Innovation blazes a new trail. It provides a novel framework that shows engineers, entrepreneurs,

educators, and corporate RD leaders how to forge the organizational conditions that produce platform technologies, which spawn high-quality jobs and regional economic prosperity. You will be inspired to collaborate in new ways based on the ideas in Organized Innovation." --Tom Byers, Director of the Engineering Pathways to Innovation Center and the Stanford Technology Ventures Program, Entrepreneurship Professorship in the School of Engineering, Stanford University "This book encourages creative and innovative thinking on how our nation can advance its technological and economic leadership in the world. Organized Innovation is a must read for today's-and tomorrow's-leaders in our country." --Congresswoman Doris O. Matsui

From the Inside Flap "Organized" and "innovation" are words rarely heard together. But an organized approach to innovation is precisely what America needs today. This book presents a blueprint for coordinating technology breakthroughs to advance America's global competitiveness and prosperity. That prosperity is at risk. As other nations bolster technology innovation efforts, America's research, development, and commercialization enterprise is falling behind. An "innovation gap" has emerged in recent decades, where US universities focus on basic research and industry concentrates on incremental product development. The country has failed to address the innovation gap because of three myths--innovation is about lone geniuses, the free market, and serendipity. These myths blind us from seeing that we tolerate a dysfunctional system of unorganized innovation. Organized Innovation provides a framework for optimizing the way America creates, develops, and commercializes technology breakthroughs. A roadmap for universities, business, and government, Organized Innovation argues that leaders can create the conditions that best generate high-impact technologies. The framework's three pillars--Channeled Curiosity, Boundary-Breaking Collaboration, and Orchestrated Commercialization--provide prescriptions for fostering those conditions. The model is grounded in the authors' seminal study of the National Science Foundation's Engineering Research Center program, which has returned to the US economy more than ten times the funding invested in it. For too long, our approach to technology innovation has been unorganized. The authors enable us to turn the page. They show us how to organize innovation for a more prosperous, hopeful future.

From the Back Cover "The authors' model of 'Organized Innovation' is based on the remarkable success of the National Science Foundation's Engineering Research Centers. This book offers a recipe for reversing worrisome trends in America's leadership in science and technology and the competitiveness of its industries through enhanced partnerships among universities, industry, and federal agencies. At a time when federal budgets are severely constrained, it is all the more important to insure those resources are well spent."--Neal Lane, physicist, former U.S. Presidential Science Adviser, former National Science Foundation director, and the Malcolm Gillis University Professor, Rice University "Organized Innovation busts myths. Experts often speak of disruption and chaos as the fuel for innovation. Here, the authors reveal that meaningful innovation requires orchestrated serendipity--and an environment that strategically breeds such serendipity. The authors have identified an innovation blueprint that can be of immense benefit to American industry, government, academia, and society as a whole."--C.L. Max Nikias, President and Malcolm R. Currie Chair in Technology and the Humanities, and former Founding Director of an NSF Engineering Research Center at the University of Southern California "This compelling book underscores the unique partnership in the United States between the government, universities, and the private sector and the specific actions each can take to drive technological breakthroughs and innovation."--William P. Sullivan, President and CEO, Agilent Technologies "Organized Innovation blazes a new trail. It provides a novel framework that shows engineers, entrepreneurs, educators, and corporate RD leaders how to forge the organizational conditions that produce platform technologies, which spawn high-quality jobs and regional economic prosperity. You will be inspired to collaborate in new ways based on the ideas in Organized Innovation." --Tom Byers, Director of the Engineering Pathways to Innovation Center and the Stanford Technology Ventures Program, Entrepreneurship Professorship in the School of Engineering, Stanford University "This book encourages creative and innovative thinking on how our nation can advance its technological and economic leadership in the world. Organized Innovation is a must read for today's--and tomorrow's--leaders in our country."--Congresswoman Doris O. Matsui