



The Future of Innovation

Edited by Bettina von Stamm and Anna Trifilova

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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' 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.

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About the Editor

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 R&D 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.

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