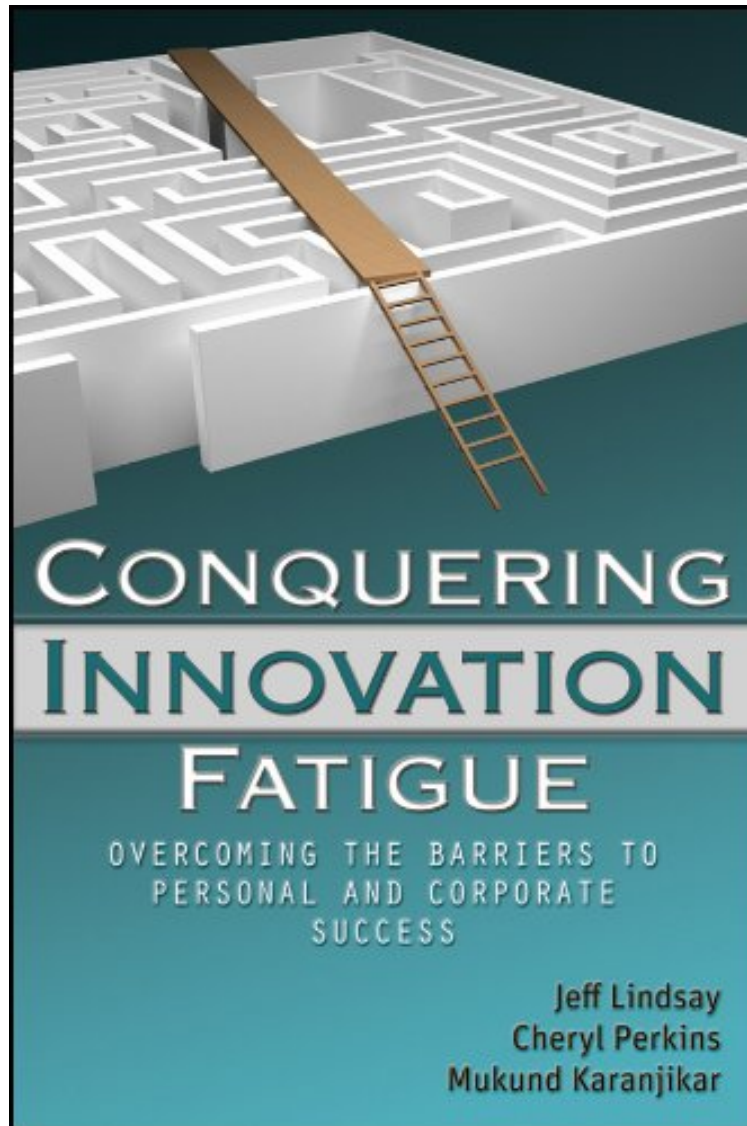


Conquering Innovation Fatigue: Overcoming the Barriers to Personal and Corporate Success

Jeffrey Lindsay, Cheryl A. Perkins, Mukund Karanjikar
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Jeffrey Lindsay, Cheryl A. Perkins, Mukund Karanjikar : Conquering Innovation Fatigue: Overcoming the Barriers to Personal and Corporate Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Conquering Innovation Fatigue: Overcoming the Barriers to Personal and Corporate Success:

2 of 2 people found the following review helpful. "Must Read" for inventorsBy M. RobertsI read Innovation Fatigue cover-to-cover in 1 sitting. My firm consults with a lot of inventors and entrepreneurs, and I've been recommending this book to each of them before they head too far down the road. The value proposition to inventors/entrepreneurs

will become evident within the first couple of chapters, but many larger corporations will benefit from the principles shared in this book as well. I've lost count with the number of companies that have a "Not Invented Here" culture that I've come in contact with. The NIH chapter alone is worth putting this book in your library. 2009 seems to be a year with very few "gotta have" breakthrough products that consumers are racing to claim to put under their trees this season. The stores are full of products and variations of products from previous year, with the only differentiation being price. Competing on price alone is a "race to the bottom" - only "innovation" will rescue corporate profits and increase top-line revenue, and "Innovation Fatigue" provides a roadmap of the routes to take, and detours to avoid, to be successful in the years to come. Intellectual Property (IP) is the currency of the 21st century, and "innovation" is the key ingredient to any IP recipe. The authors of Innovation Fatigue clearly have a deep and profound understanding of this principle, and have pulled their insights together in a way that an individual inventor to a CEO of a Fortune 500 company can understand and put into action. Well done!

2 of 2 people found the following review helpful. To put things into perspective read my review
By Brian Glassman
To put things into perspective, you first have barrier to innovations, which is being studied by a great number of people. Second you have things that are not barrier but more or less slow down or hinder innovating. Lastly, you have thing that very much help innovation. This book is very specifically about the second topic of what things create fatigue in respect to innovating. Clayton Christenson's series of book talk about major barrier to innovation, and many creative books by authors like Tom Kelley talk about factors which help innovation. This book is rare, in that it studies and details the factors which cause fatigue, hence the name "conquering innovation fatigue." This book explains the many fatigue factors by organizing them smartly into 9 easy to remember categories detailed in chapters 4 to 17. The book is well organized and easy to read. Interestingly, executive managers can take easy steps to remove fatigue factors and then have an easier time concentrating on the major barrier to innovation in the companies. Hence, I recommend this book as a nice read for innovation managers, and I strongly feel it would make a great reference book.

Brian Glassman
Ph.D in Innovation Management from Purdue
Innovation Management[...][...]Commercialization Book Review
See my other Innovation Book Reviews by clicking "see my reviews at the top!"
If this review was helpful let me know by voting!
3 of 4 people found the following review helpful. from the perspective of an inventor...
By PhD-Chick
I'm an inventor, and so I went straight to chapter 5, "Innovator Deficiencies" to see what the authors had to say of folks like me, those 'creative' types with messy hair and odd work hours (including late nights and weekends). I completely agree that we 'innovators' have our dark side, which is our personal contribution to innovation fatigue, and which often comes across as blown up pride. Honestly, it's because we think our ideas are the greatest gift to the planet. This attitude is understandably shunned by all others, such as those we must sell our ideas to. Me being made aware of this phenomenon was most liberating. It got me thinking. In fact, we innovators NEED that pride to invent something in the first place. That pride is our strength: to have that grand and lofty vision; to think we can make a difference and fix all the world's problems. And then to go about coming up with solutions. But as Lindsay et. al. point out, we must BALANCE this pride with patience, humility, diligence. The theme of balance is brought up again and again - for example, in Chapter 7, Breaking The Will To Share, the authors say, "One of the paradoxes of human life is that strength becomes weakness when it is not balanced or coupled with flexibility and openness to change and growth." This points to the general solution to all hindrances in life, and innovation in particular: For every strength there is a dark side (a weakness), and the key is bringing BALANCE to that strength. (This deep truth is a recurring theme in many ancient works as well, such as the I. Ching.) I also appreciated the thorough attention given (in the second half of the book) to legal issues, including patents and government regulation issues, that can hinder innovation progress. A great collection of real examples were provided, leaving me with the equivalent of several lifetimes of careers in corporate management, patent law, and research development - along with the wisdom gained thereof. Thank you Lindsay, Perkins, and Karanjikar for your contribution via this book.

This practical guide reveals the nine major "fatigue factors" that can block the path to innovation success, along with solutions to energize innovation. Original advances in innovation practice and new case studies are applied to guide inventors, entrepreneurs, companies, universities, and even policy makers in conquering innovation fatigue. Cost-effective solutions include guidance on intellectual assets, dealing with disruptive innovation, and driving innovation using the "Horn of Innovation" and "Circuit of Innovation" models. A surprising view of DaVinci as an engine of open innovation is presented. Throughout the book, a unique aspect is exploring the journey of innovators, including corporate employees and entrepreneurs, at the often-overlooked personal level using the metaphor of immigrants in a strange land to identify barriers and solutions.

"Jeff Lindsay, Cheryl Perkins, and Muknd Karanjikar have written a book that aspires to give innovators, and all others who have a stake in seeing good new ideas become reality, a road map to developing the practical intelligence needed to succeed or to facilitate the success of others. Those who are inventing the next wave of clever solutions will find this useful." (PsycCRITIQUES, January 20, 2010)
From the Inside Flap
Conquering Innovation Fatigue: Overcoming the Barriers to Personal and Corporate Success
Conquering Innovation Fatigue is for anyone seeking

success through innovation. Business leaders, inventors, researchers, entrepreneurs, and civic leaders will benefit from its insights and practical solutions. It reveals the sometimes hidden barriers—nine major "innovation fatigue factors"—that can block the path to innovation success, and shows how to cope with or conquer them.

Conquering Innovation Fatigue takes a unique personal look at the challenges innovators face in their journey, invoking the metaphor of immigrants in a strange land facing barriers at multiple levels. By drawing upon original case studies and advances in innovation theory and practice—some presented here for the first time—the authors show how innovation can be energized to conquer fatigue and help innovators reach success. You will learn how to: Recognize and overcome the nine major innovation fatigue factors across three key categories Make the right connections to bring innovation to the marketplace Avoid unintended innovation-killers Enhance the productivity of your personnel involved with innovation Exploit low-cost intellectual assets (not just patents) to better deal with disruptive innovation Turn the "innovation funnel" upside down to create more efficient, targeted innovation Tap multidisciplinary skills for innovation success This important book explains that understanding and overcoming these barriers is vital not only to you, as an inventor, entrepreneur, or researcher, but also to business leaders, licensing professionals, IP professionals, corporations, and even leaders of nations! Conquering Innovation Fatigue points the way to cost-effective, practical solutions to strengthen innovation and achieve personal or corporate success. There's no reason to let fatigue get in your way.

From the Back Cover Praise for Conquering Innovation Fatigue "Conquering Innovation Fatigue is like no other innovation book you have ever read. The ideas are new, amazingly fresh, and practical. I will ask all my clients to read this book because, like me, I believe they also want to get to the future first. The authors know what they are talking about. They have recreated their unique innovation knowledge, experience, and insight into a practical 21st-century guide that will take you on a remarkable journey. This is a book that is desperately needed in the industry." —Dr. Kobus Neethling, President, South African Creativity Foundation, and bestselling author of more than 80 books "Conquering Innovation Fatigue provides practical advice and fresh perspective on overcoming barriers to successful innovation. Understanding the nine major fatigue factors and applying the energizing factors in this book should help corporations improve the return on their innovation investments." —Beth Springer, Executive Vice President, The Clorox Company "Innovation is hard, exhausting work. Lindsay, Perkins, and Karanjikar understand this, and have identified a number of ways to overcome innovation fatigue. This book will help innovators develop the staying power they must have to get their innovations all the way from inception into the market." —Henry Chesbrough, Adjunct Professor and Executive Director, Center for Open Innovation at the Haas School of Business at University of California, Berkeley "Essential reading for those with ideas that deserve to go to market. This book was written by experienced travelers of the difficult roads going from concept to commercial reality. It teaches us how to anticipate and avoid roadblocks and detours, guiding the way to personal and corporate success." —E.J. (Woody) Rice, retired, former president, Institute of Paper Science and Technology, and former group vice president, Hercules, Inc. "A must for any CEO who wants to drive change and introduce winning technology." —Robert van der Merwe, Chairman, President, and Chief Executive Officer, Checkpoint Systems, Inc. "I enjoyed this book! It provides a compendium of stories about the diverse set of individuals who must collaborate to make innovation successful. Some tales are uplifting, some discouraging, some challenging—but all are enlightening. Inventors, innovation managers, business leaders, and policymakers can each gain deeper insight into their role in making innovation happen." —Dr. Miles P. Drake, Senior Vice President, RD, and Chief Technology Officer, Weyerhaeuser Company