



The Future of Innovation

Bettina von Stamm, 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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