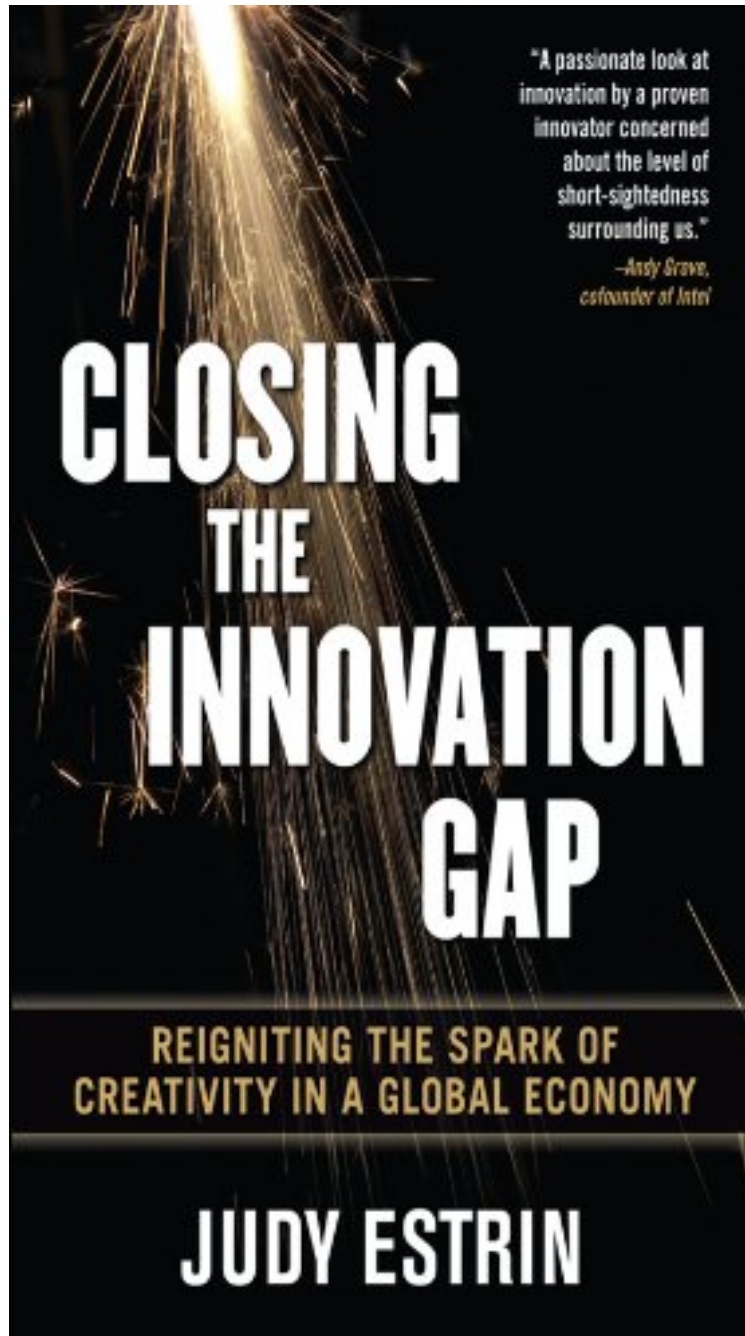


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Closing the Innovation Gap: Reigniting the Spark of Creativity in a Global Economy

Judy Estrin

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purchasing it in order to gauge whether or not it would be worth my time, and all praised *Closing the Innovation Gap: Reigniting the Spark of Creativity in a Global Economy*:

Named one of the "Best Books on Innovation, 2008" by *BusinessWeek* magazine Does innovation come about by luck or hard work? Is it a flash of inspiration or the result of careful management? Are innovators born or taught? In *Closing the Innovation Gap*, Judith Estrin provides the answers to these and other questions critical to our future. A technology pioneer and business leader, Estrin describes what will be required to reignite the spark of innovation in business, education, and government--ensuring our long-term success in the global economy. Innovation does not occur in a vacuum. It grows from the interplay of three drivers of creative change--research, development, and application. Estrin calls this dynamic the "Innovation Ecosystem," explaining how these communities work together to create sustainable innovation. *Closing the Innovation Gap* covers: America's role as the primary driver of global innovation after World War II--explaining what worked, the subsequent decline, and how to regain traction The fundamentals required to nurture innovation, including five simple but important values for transforming your organization into a force for productive change How you can ensure that your business benefits from a thriving "Innovation Ecosystem"; Examples from both established companies, start-ups, and research labs that illustrate the power of innovation in providing a decisive business advantage and foundation for growth Leaders in business and public service "must think beyond short-term financial results and understand the impact of globalization and an accelerated pace of change on future economic growth," says Estrin. With *Closing the Innovation Gap* as your guide, business leaders will gain key insights into identifying their needs, asking the right questions, testing new ideas, and successfully leading their organization to the frontiers of twenty-first-century innovation.