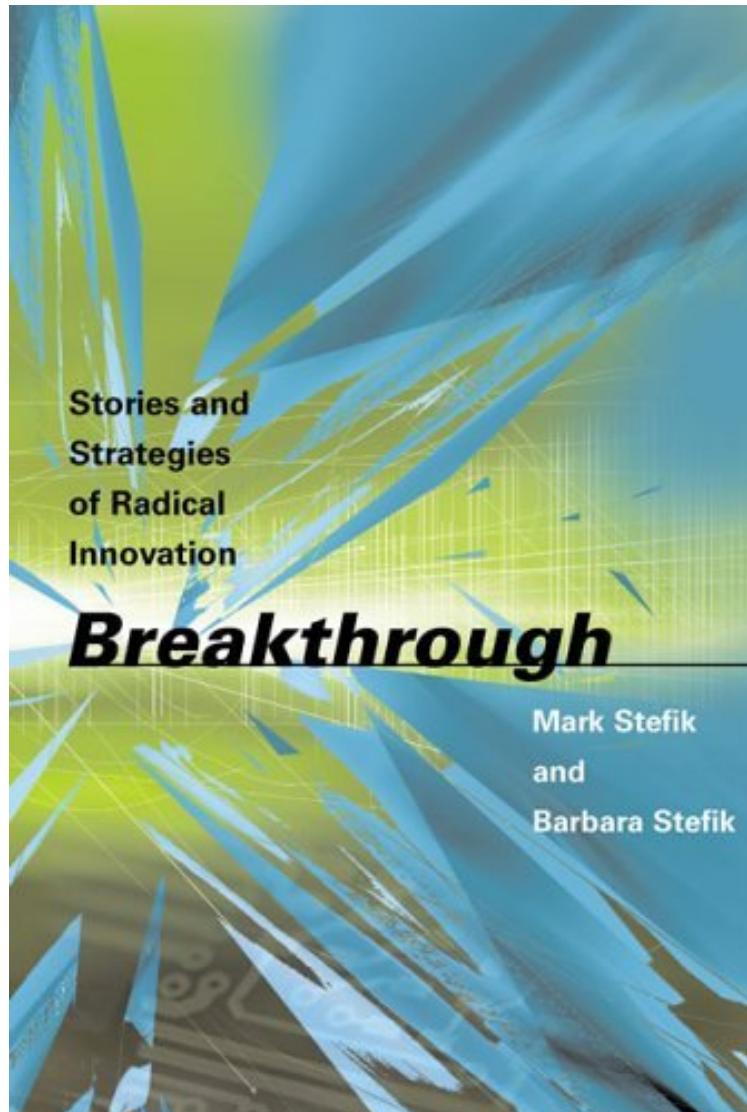


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Breakthrough: Stories and Strategies of Radical Innovation (MIT Press)

Mark J. Stefik, Barbara Stefik

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Mark J. Stefik, Barbara Stefik : Breakthrough: Stories and Strategies of Radical Innovation (MIT Press)

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Breakthrough: Stories and Strategies of Radical Innovation (MIT Press):

6 of 6 people found the following review helpful. Packed with Knowledge!By Rolf DobelliMark and Barbara Stefik's guide to innovation is based on their belief that the new century demands that business foster inventive strategies. The authors tell inventors, entrepreneurs and managers what they can and must do to achieve breakthrough innovations. They explain the basis for innovation, the context of invention and what breakthroughs mean in terms of business

strategy for the twenty-first century. The authors based their research on interviews with inventors and managers, including many from the Palo Alto Research Center (PARC). Their book is thorough, clearly written and packed with anecdotes, although at times it suffers from erratic organization. We find that the authors do a very good job of introducing the elements of innovation to a general business readership. 3 of 4 people found the following review helpful.

looking for breakthroughs
By W Boudville
As an inventor, I found this book useful. The authors explore the theme of radical innovation. Of the creating of breakthrough inventions that can in turn create new markets and experiences. The book cites many examples. Perhaps most notably that of the Xerox Palo Alto Research Center (PARC). As is well known to many in technology, PARC developed the seminal concepts of a mouse, icons and window based user interface. Though sadly Xerox benefitted not a whit from this. A constant question in the book is how to discover those breakthroughs. Or, restated, how to devise an environment that can nurture such events and the people that bring them about. The authors assert that what they term "open innovation" can never lead to breakthroughs. However, truly original creativity is such a fragile and intangible thing that the book doesn't really offer a deterministic approach to finding and applying it. But perhaps no book can.

Since the late 1990s, technology markets have declined dramatically. Responding to the changing business climate, companies use strategies of open innovation: acquiring technologies from outside, marketing their technologies to other companies, and outsourcing manufacturing. But open innovation is not enough; it is mainly a way to run a business to its endgame. By itself, open innovation results in razor-thin profits from products that compete as commodities. Businesses also need a path to renewal. No one ever achieved a breakthrough with open innovation. Our capacity for creating breakthroughs depends on a combination of science, imagination, and business; the next great waves of innovation will come from organizations that get this combination right. During periods of rapid economic growth, companies and investors focus on the short term and forget where breakthroughs come from. Without appropriate engagement and reinvestment, the innovation ecology breaks down. Today, universities, technology companies, government funding agencies, venture capitalists, and corporate research laboratories need to foster the conditions in which breakthroughs arise.

In *Breakthrough*, Mark and Barbara Stefik show us how innovation works. Drawing on stories from repeat inventors and managers of technology, they uncover the best practices for inventing the future. This book is for readers who want to know how inventors do their work, how people become inventors, and how businesses can create powerful cultures of innovation.