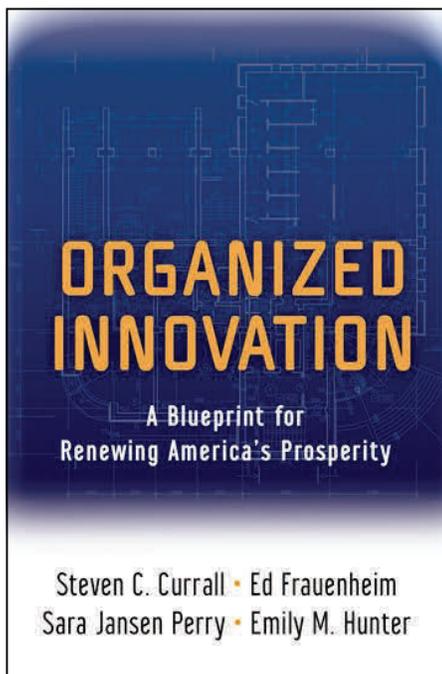


ORGANIZED INNOVATION

A Blueprint for Renewing America's Prosperity

By Steven C. Currall, Ed Frauenheim, Sara Jansen Perry, and Emily M. Hunter



About ORGANIZED INNOVATION

"Organized" and "innovation" are words rarely heard together. But an organized approach to innovation is precisely what America needs today. This book presents a blueprint for coordinating technology breakthroughs to advance America's global competitiveness and prosperity.

That prosperity is at risk. As other nations bolster technology innovation efforts, America's research, development, and commercialization enterprise is falling behind. An "innovation gap" has emerged in recent decades, where US universities focus on basic research and industry concentrates on incremental product development. The country has failed to address the innovation gap because of three myths--innovation is about lone geniuses, the free market, and serendipity. These myths blind us from recognizing our dysfunctional system of unorganized innovation.

In **ORGANIZED INNOVATION**, Currall, Frauenheim, Perry and Hunter provide a framework for optimizing the way America creates, develops, and commercializes technology breakthroughs. A roadmap for universities, business, and government, the book is grounded in the authors' seminal study of the National Science Foundation's Engineering Research Center program, which has returned to the US economy more than ten times the funding invested in it.

About the Authors

Steven C. Currall is Dean and Professor of Management in the Graduate School of Management at the University of California, Davis.

Ed Frauenheim is an author, speaker, and associate editorial director of *Workforce* magazine.

Sara Jansen Perry is Assistant Professor of Management in the College of Business at the University of Houston-Downtown.

Emily M. Hunter is Assistant Professor of Management and Entrepreneurship in the Hankamer School of Business at Baylor University.

Praise for the Book

"The authors' model of 'Organized Innovation' is based on the remarkable success of the National Science Foundation's Engineering Research Centers. This book offers a recipe for reversing worrisome trends in America's leadership in science and technology and the competitiveness of its industries through enhanced partnerships among universities, industry, and federal agencies. At a time when federal budgets are severely constrained, it is all the more important to insure those resources are well spent." --**Neal Lane, physicist, former U.S. Presidential Science Adviser, former National Science Foundation director, and the Malcolm Gillis University Professor, Rice University**

"This compelling book underscores the unique partnership in the United States between the government, universities, and the private sector and the specific actions each can take to drive technological breakthroughs and innovation." --**William P. Sullivan, President and CEO, Agilent Technologies**

9780199330706 | February 2014 | Hardcover | 192 pages pp. | ~~£29.95~~ Discount Price: **£23.95**

For discount, order online or call customer service. Promo Code: 23954

Browse our online resources in
Politics and International Relations
www.oxfordscholarship.com
www.oxfordhandbooks.com
www.oxfordbibliographies.com

Sign up for Oxford Email
Stay informed about:
>>special discount offers
>>new releases
>>online exclusives

OXFORD
UNIVERSITY PRESS
www.oup.com/us
1-800-451-7556