



What's New in the Literature?

by **Terrance Malkinson**

➤ **INNOVATION ON THE FLY** is the focus of three spotlight articles in the December 2014 issue of *Harvard Business Review* [92(12). www.hbr.org]. Scott Anthony et al in "Build an Innovation Engine in 90 Days" [pp. 60-68] provide a three-month strategy to make innovation more systematic. Drawn from industry experience the authors believe that this approach will build systems that ensure that good ideas are encouraged, identified, shared, prioritized, resourced, and developed. Stefan Thomke and Jim Monzi in "The Discipline of Business Experimentation" [pp. 70-79] provide five questions important to ask when evaluating concepts for innovation development. Jeffrey Dyer in "Leading Your Team into the Unknown" [pp. 80-88] provides insights into effective leadership of innovation. The report is based on his study of companies that consistently launch novel offerings and enter new markets.

➤ **THIRTY-FIVE LEADING YOUNG INNOVATORS** are profiled in *MIT Technology Review's* 14th annual "Innovators Under 35" contest [117(5):37-62 www.technologyreview.com]. Evaluation criterion of the more than 500 nominees includes originality and the impact or potential impact of their work. Included are inventors, visionaries, humanitarians, pioneers, and entrepreneurs.

➤ **"TURN YOUR SCIENCE INTO A BUSINESS"** is the title of an article in *Harvard Business Review* by Reddi Kotha, Phillip Kim, and Oliver Alexy [92(11):106-114 November, 2014. www.hbr.com]. The authors analyzed more than 1,000 inventions from the University of Wisconsin's Technology Transfer Office and identified seven intellectual property traps that unwary inventors fall into when developing their scientific discoveries and inventions for commercialization. They describe these traps and provide advice on how to avoid them.

➤ **ANDREA E. SMITH-HUNTER's** *Women Entrepreneurs in the Global Marketplace* [Edward Elgar Publishing Limited, United Kingdom, 2013, ISBN978-1-84844-170-5] examines the status of female entrepreneurship around the world. The authors analyze the social, political, cultural, and economic factors and their contributions to entrepreneurship and innovation within their respective countries. The author analyzes in detail the experience of nine countries — Australia, Brazil, Canada, Ghana, Iceland, India, Jamaica, Sweden, and the United States. Smith-Hunter, who is a professor of management and sociology at Siena College, offers a number of recommendations for improving opportunities for women entrepreneurs globally.

➤ **THE WORLD FUTURE SOCIETY's** [www.wfs.org] "Outlook 2015" provides reports that are not intended to predict the future, but rather to provoke thought and inspire action for building a better future today. Categories include: Work and the Economy; Innovation and Exploration; Environment and Resources; Health and Well-Being; and Policy, Government, and World Affairs. The reports provide links to the full article as published during 2014 by the WFS.

➤ **"CHINA'S NEXT PHASE"** is the subject of a special report on business in China published in the Summer 2014 issue of *MIT Sloan Management Review* [55(4):27-55, www.sloanreview.mit.edu]. The report is comprised of four articles — "Accelerated Innovation: the New Challenge from China"; "What's Next for the Chinese Economy?"; "Protecting Intellectual Property in China"; and "Innovation Lessons from China". These articles highlight China's record of economic growth, transforming itself from an impoverished and politically unstable country to the second largest economy in the world. The articles offer insights into what the future might hold for the Chinese economy and tips on how to do business there.

➤ **"TRENDS 2015"** identifies a host of possible developments that might affect the business environment this year. Published in the December, 2014 issue of *Entrepreneur* [www.entrepreneur.com, pp. 56-74], areas examined include commerce, recreation, technology, finance, millennials, apparel, engineering, design and retail.

➤ **LOOKING INSIDE THE BRAIN** is increasingly becoming a reality as described in the July/August 2014 issue of *MIT Technology Review* [117(4):20-67. www.technologyreview.com]. The series of eight articles and interviews with leading scientists explore new technologies that look inside the brain and will make it possible to change what we think, feel, and remember. As described in the articles the invention of optogenetics and other technologies provide investigators with the tools to investigate the source of emotions, memory, and consciousness for the first time. Through research, dramatic advancements in understanding brain function are emerging. We must always remember that with this comes the responsibility to use this new knowledge only for the benefit of mankind.

➤ **MCKINSEY QUARTERLY** is celebrating its 50th anniversary of publication. To celebrate this milestone it is publishing a series of articles by futuristic management thinkers providing insights into the future. The first of the series, "Management Intuition for the Next 50 Years" [September 2014], focuses on how technological disruption, emerging markets, and population aging are challenging long-held assumptions underlying strategy, decision-making and management. With the goal of helping senior managers "make sense of change, anticipate what's to come, and set an agenda that enables their organizations to thrive" McKinsey and Company is a global management consulting firm and an advisor to businesses, governments, and institutions; private, public and social.

➤ **OBESITY AND DIET-RELATED CHRONIC DISEASE** increases world-wide are focusing government policy on nutrition and food labeling. There is disagreement as to which labeling format is most helpful to consumers. Rachel Perez in her article "Global Nutrition Labeling: Moving Toward Standardization?" [*Nutrition Today*, 49(2):77-82 March-April, 2014. www.nutrition.org] provides a review of the global regulatory labeling framework and comments on emerging regulatory developments for packaged products and for the restaurant industry.

➤ **ENTREPRENEUR** provides profiles on two generations of inspirational entrepreneurs that have re-engineered industry and our world ["A Network of Stars." Inc. October, 2014. www.inc.com] Twenty-two profiles of men and women provide insights on the thrills and challenges of running your own company. A second graphical report in the same issue provides the results of new research on "Startups: Who Succeeds and Who Fails" [pp.20-21]. Factors as discussed by Kris Frieswick and Kristin Lenz include; gender, age, race, startup capital, and intellectual property.

➤ **SCIENTIFIC AMERICAN** [December, 2014 www.scientificamerican.com . pp. 40-53] provides "World Changing Ideas 2014" — editors' opinions on ten scientific advances that are considered to be drivers of progress in the years ahead.

➤ **DONNA FENN** profiles 35 millennials who are transforming their original visions into business enterprises in "Generation Why Not" [*Inc.*, pp.46-56, July 2014, www.inc.com]. The web site features in-depth profiles of all of this year's winners as well as an accompanying article by the judges offering advice to young entrepreneurs. Six individuals are featured in the print issue. ■