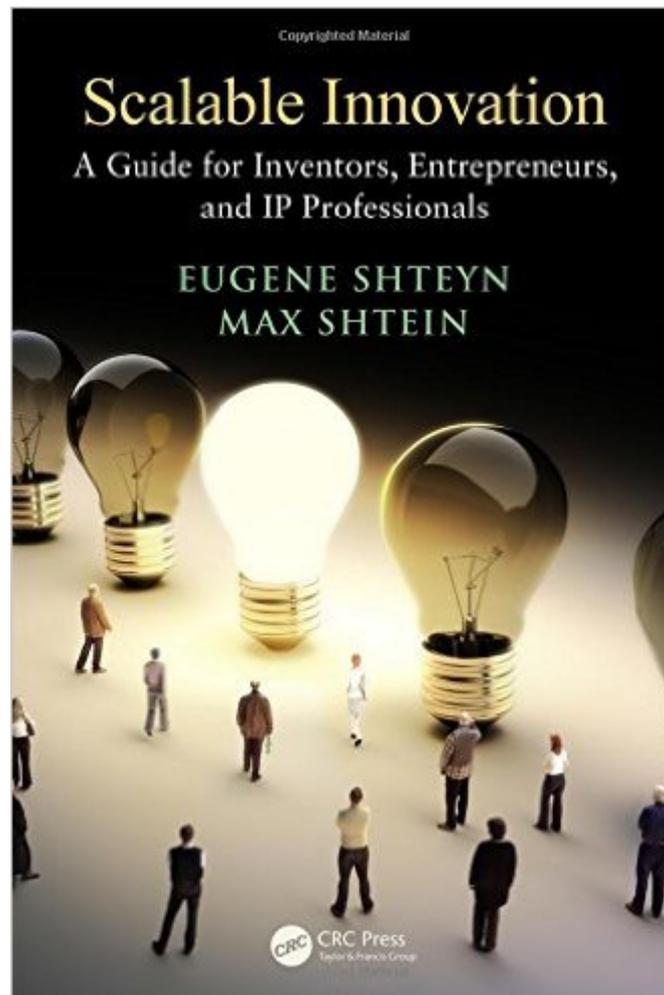# Scalable Innovation: A Guide For Inventors, Entrepreneurs, And IP Professionals

Synopsis

Innovation is a primary source of economic growth, and yet only one idea out of 3,000 becomes a successful product or service. Scalable Innovation: A Guide for Inventors, Entrepreneurs, and IP Professionals introduces a model for the innovation process, helping innovators to understand the nature and timing of opportunities and risks on the path to success. The authors apply systems thinking to discover real-life challenges, and provide tools for turning these challenges into opportunities for practical, scalable innovation.The book is organized into four sections: Prologue exposes key barriers to creativity and innovation. It provides telling examples of how years in school and at work make us accept common wisdoms that are likely to hurt our chances to create or take advantage of breakthrough innovations. Section I introduces a system model for understanding technology and solving problems. It shows how to connect the model with real-life solutions, including their reflection in patents. Section II introduces tools for thinking outside the box, considers the role of luck in success of inventions, and presents tools for flexible thinking and imagination development.

Book Information

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Customer Reviews

I am a computer scientist, inventor, and entrepreneur, I can say without hesitation this book is a must have for anyone that develops products, is trying to think of the next big thing, or someone in charge of engineers, artists, and scientists that needs to better understand the art and science of innovation and creation. I attended Dr. Shteyn's course at Stanford for a class based on this

material a few years back. And in the class we barely got to scratch the surface of the vast and complex material that is "innovation". As someone that makes a living creating not only ideas from nothing, but designing them building them, manufacturing them and selling them. It's nearly impossible to articulate the process to someone, in fact, I am not even sure of my own thought process. This book is really one of the first that organizes and exemplifies a number of concepts from why brainstorming is bad, to algorithmic procedures to step back from your ideas, products, and designs and see how they make sense at different scales.One of the big misconceptions is that creativity and coming up with something new is difficult and only certain people can do it. This is definitely not the case, this book outlines procedural techniques to organize the solution process of problem at hand mechanically, so you can get a really good start on solving it rather than coming at it all at once.Additionally, the book gives countless real-world and appropriate examples that the authors have selected purposefully since they illustrate common patterns in product development, innovation, and with historical relevance. As well as some shocking results of various "creative" techniques we have learned that are completely wrong and in fact, the worst thing you could do!

Reading the prologue of "Scalable Innovation: A Guide for Inventors, Entrepreneurs, and IP Professionals" could save you the effort and time waste of having to buy and read too many of the currently available books on creativity. It is a well-done, though maybe long description of the current state of creativity, invention and innovation from social, cultural and biological standpoints. But that is just the prologue.The following 30 chapters comprise one of the best books I have read on creativity, certainly in the Top 3. And the main reason is that Eugene Shteyn and Max Shtein's approach to this topic is quite different to what most other authors have tried, what I call a "pragmatic approach", where the effort to find and analyze the key problem to solve is more important than actually solving it. This starts by explaining how systems thinking can help at fully understanding the current state of a specific market, industry, or business, and get a grasp of what could be its future; the latter is not magic: it takes the advantage of modeling the problem in a way where it can be compared to similar problems in the past and present, how they were, or are being solved, and how they evolve. Chapter 4's examples of Edison's light bulb or Apple's 30-Pin connector, or the continuous reference to eBooks, are mind-opening cases.But Systems Thinking is just part of what the authors propose. Specific tools that can be used in and outside of the model are fully explained. Some of these tools are based on deep invention theories, but have been re-engineered and simplified so readers do not need to spend years studying those.

Scalable Innovation: A Guide for Inventors, Entrepreneurs, and IP Professionals The Kickstarter Handbook: Real-Life Success Stories of Artists, Inventors, and Entrepreneurs iPhone for Work: Increasing Productivity for Busy Professionals (Books for Professionals by Professionals) The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses Java for the Web with Servlets, JSP, and EJB: A Developer's Guide to J2EE Solutions: A Developer's Guide to Scalable Solutions Beginning Nokia Apps Development: Qt and HTML5 for Symbian and MeeGo (Books for Professionals by Professionals) Law, Liability, and Ethics for Medical Office Professionals (Law, Liability, and Ethics Fior Medical Office Professionals) Introduction To Research And Medical Literature For Health Professionals (Blessing, Introduction to Research and Medical Literature for Health Professionals wi) Ethical and Legal Issues for Imaging Professionals, 2e (Towsley-Cook, Ethical and Legal Issues for Imaging Professionals) Pro Visual C++/CLI and the .NET 3.5 Platform (Books for Professionals by Professionals) Serverless Single Page Apps: Fast, Scalable, and Available Building Scalable Apps with Redis and Node.js FastSLAM: A Scalable Method for the Simultaneous Localization and Mapping Problem in Robotics (Springer Tracts in Advanced Robotics) The Art of Scalability: Scalable Web Architecture, Processes, and Organizations for the Modern Enterprise Big Data: Principles and best practices of scalable realtime data systems Practical Android Projects (Books for Professionals by Professionals) Beginning Python Visualization: Crafting Visual Transformation Scripts (Books for Professionals by Professionals) ColdFusion Web Development with Macromedia Dreamweaver MX 2004 (Books for Professionals by Professionals) Microsoft SharePoint 2010: Building Solutions for SharePoint 2010 (Books for Professionals by Professionals) The Low Vision Handbook for Eyecare Professionals (Basic Bookshelf for Eyecare Professionals)