

Innovation: A Very Short Introduction  
By Mark Dodgson and David Gann

What is innovation? How can it be used? Why is failure so common in the process of innovation? This *Very Short Introduction* looks at what innovation is, what it has done for us, and why it has been so important in the last 150 years.

Questions for thought and discussion

- Which innovations have had the greatest impact on your life? Why have they had such an effect?
- What lessons does Josiah Wedgwood hold for our understanding of innovation today?
- Is innovation becoming easier or harder to manage?
- Where do ideas for innovation come from?
- Can you think of other great women inventors and innovators such as Stephanie Kwolek?
- Should governments do more to encourage innovation and, if so, what should they do?
- How can the lives of people living in cities be improved by innovation?
- What do you think about the ways Thomas Edison encouraged innovation amongst his employees?
- What are innovative companies you know about doing to improve their innovation process?
- Can global environmental problems be solved by innovation?
- What are the potentially negative consequences of innovation for people, companies and nations?
- Should we as individuals - as producers, consumers and citizens - take greater responsibility for the development and use of innovations?
- What is innovation technology and how can it improve the ways we innovate?
- Do you believe failure in innovation is important? In what ways? Can you think of any recent examples?
- Would you like to be a 'boundary spanner'? What kinds of skills are needed for the role?

Other books by Mark Dodgson and David Gann

Dodgson, M., Gann, D. and Salter, A. 2005 *Think, Play, Do: Technology, Innovation and Organization*, Oxford: Oxford University Press.

Dodgson, M., Gann, D. and Salter, A. 2008 *The Management of Technological Innovation: Strategy and Practice*, Oxford: Oxford University Press.

Further reading

Fagerberg, J., D. Mowery and R. Nelson (eds) *The Oxford Handbook of Innovation*, Oxford: Oxford University Press.

Rosenberg, N. 1982 *Inside the Black Box: Technology and Economics*, Cambridge: Cambridge University Press.

Edgerton, D. 2006 *Shock of the Old: technology and global history since 1900*, London: Profile Books.