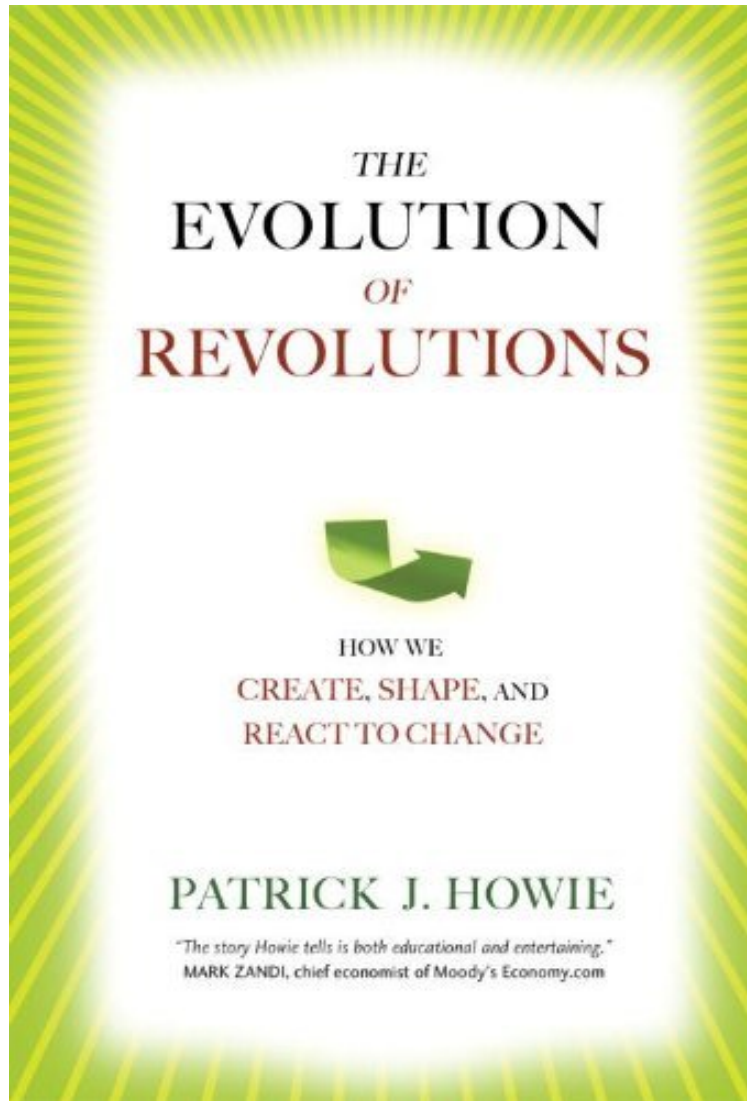


(Free download) The Evolution of Revolutions: How We Create, Shape, and React to Change

The Evolution of Revolutions: How We Create, Shape, and React to Change

Patrick J. Howie

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Patrick J. Howie : The Evolution of Revolutions: How We Create, Shape, and React to Change before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Evolution of Revolutions: How We Create, Shape, and React to Change:

1 of 2 people found the following review helpful. An Interesting Read for Current and Future Business Professionals By Ewa Kleczyk, PhD Patrick Howie's book is a good read for Business Professionals and future Business Leaders (current MBA students). Myself having an academic and business background, I found this

manuscript very relatable to my own experiences. Howie's description of the struggles at his start up Venture Company, especially as it relates to 'change,' is what most professionals, including myself, face today. The described struggles and the provided solution are a great case study for business classes to teach that 'change' may seem uncomfortable, but acceptance of this process will lead to success in the future. I also found interesting to read about the definitions of innovation and revolution. Having published myself in peer-reviewed journals, it was confirming to read that via my articles I am contributing innovative ideas to my area of research. In fact, innovation is happening around us (we all contribute innovative ideas daily), so we must embrace it and realize we are responsible for creating it too. That idea of innovation should make anyone feel better about their place in life and their importance. On the other hand, revolution is defined as an idea resulting from a community discussing a problem at hand. So again, an innovative idea can start a revolution, such as use of computers, or Social Media, etc. We all participate in this process, and therefore are responsible for planting an idea and seeing it grow, if it solves a problem common to a greater group. Further chapters of the books discuss the innovation process and the innovation steps as well as describe the process of starting a revolution from an innovative idea. This part of the book should be especially interesting for new business owners trying to sell their ideas and products, they feel will change the world and business processes. For example, when innovating or trying to identify the best new product for your business, you need to first identify the problem, which is proven to be the most difficult step in the entire process; then germinate it, which implies finding all alternative solutions; and finally re-conceptualize it, implying finding the right solution for the problem at hand. For those of us working in the new product development area, we can easily identify with the process and relate to the difficulties at each step, the risk related to idea failure, but also to the feelings of success when the process is completed and successful. The part of the book that sticks with me the most was the concept that we do not have to be innovative to succeed in our respective industries, but we should be innovative enough to 'innovate ourselves out' of our current jobs. If we can innovate ourselves out from our current jobs that means that we have made ourselves more efficient, can create a change, and therefore we are an employee worth of keeping and investing in. Unfortunately, many professionals try to keep themselves in their jobs for financial security reasons, instead of developing their skills. I could only hope for myself and others reading this book that we will remember this concept and use it in our professional/academic lives. So, with that, I hope you will pick up this book, read it, and think about the concepts discussed in the manuscript. Are you an innovative person? Have you innovated yourselves out of your current job? Are you ready to initiate revolution or at least be a part of it?

0 of 0 people found the following review helpful. The Evolution of Revolutions By Kim Burdick This is an odd and captivating book that defies classification. Best label might be "innovation as seen through the sociological perspective." I picked up "Evolution of Revolutions" because I teach history and sociology with a particular focus on the patterns of human behavior. I was surprised to see this classified as a business book, although I can see the application. Howie presents an enormous amount of excellent analysis about the social patterns that led to the American Revolution, but the book's focus is not on history, or on business, or on scientific discoveries. Its focus is on innovation and how systems change. The author, who studied Political Philosophy at the University of Pennsylvania, sees revolutions in thinking, of going to war, in the adoption of new technology, of the successful development of new products, as similar manifestations of collective behavior. Because Howie is trying to prove his point that patterns are consistent across various disciplines, the reader is required to quickly shift from 18th century philosophies to lessons on computer technology to thoughts on behavioralism and groupthink. These mental "jerks" are annoying but understandable. The text truly needs pruning and much smoother transitions, but on the whole, this is an engaging and thought-provoking book.

Kim Burdick Stanton, Delaware 3 of 4 people found the following review helpful. Great Book By Kathy Grandfield This is a very insightful and enjoyable book. Unlike many books of this genre, this book is full of well-researched insight instead of platitudes. I loved how he used detailed historical examples to make the point that all revolutions go through the same process regardless of what field they are in. I learned some great facts about how the World Wide Web and Einstein's theory of Relativity developed that I didn't know before. For example, that Einstein's theory was an extension that in many ways wasn't that much different from the work of Lorentz and others contemporaries. Also, I never even heard of Vannevar Bush before, but I really came to appreciate his role in the development of the Web. This approach was very unique, as most other books give cursory historical examples that seem to gloss over the real details to make their point while this book really helped me to understand how these revolutions took shape. He uses the historical chapters to show me how revolutions occurred then helped me to fully understand these by putting these examples in context to dozens of other smaller revolutions. I was particularly impressed with his insights into how to create innovative teams, that it is actually beneficial to an organization to have employee turnover, and why even industries like high-tech, where employees can theoretically work from anywhere, tend to cluster together. I also liked how he diagnosed the process that a new product must go through to create a revolution. Any new product (service or idea) must be able pass through the resistance, clarification, and elaboration to become successful. This really helped me recognize that hard work and continued effort that I must give to be successful - success does not come in a single leap. Finally, my favorite section was how he helped clarify what separates a fad from a true revolution. As someone who has read and liked *The Tipping Point*, but felt that it was a bit too simplistic, I think this book provides a much greater insight into

how to create a truly successful new product. I highly recommend this book as it provides fresh insight into an area that is really important - creating change. And the book was full of insight, it is not one of those books that is making one simple point and basically become monotonous by chapter 2. Every chapter provides a new idea and built on the previous chapters.

How can entrepreneurs predict what the next revolution will be? How does a new idea, product, or service spread throughout a social system to spark "the next big thing"? In this unique blend of historical analysis and how-to knowledge, a leading researcher and economist provides clear guidance on how to identify and foster innovations that will lead to revolutions. Based on analysis of more than two-dozen revolutions in business, sports, science, and politics, he offers a wide-ranging understanding of the revolutionary process. What separates a fad from a true revolution? The author's illustrative case studies demonstrate that in order for an innovation to successfully create a revolution, it must pass through three stages: resistance, clarification, and elaboration. True revolutions result from a long evolutionary development process and an extensive adoption and expansion of the initial innovation. The author, who holds a patent for analyzing the effectiveness of marketing strategies, describes important methods that can be used to create innovations as well as recognize and capitalize on emerging revolutions. In the spirit of *The Tipping Point*, Howie contends that change and revolution occur constantly and affect even the smallest things. In any industry today, there are multiple revolutions occurring. By understanding the process of innovation and how innovations throughout history have sparked lasting revolution, readers will learn how to create revolutions of their own. This book offers a wealth of research and sound methodology for navigating today's dynamic business environment, where change is the only constant.

"Patrick Howie's book artfully and engagingly tackles arguably the most important force underpinning our individual and collective wellbeing, namely the process of innovation. By weaving together an analysis of a wide range of innovations in the sciences, economics, and political history, he is able to provide key insights into how and why some innovations succeed and others do not. The story he tells is both educational and entertaining." --Mark Zandi, Chief Economist of Moody's Economy.com and author of *Financial Shock: A 360deg; Look at the Subprime Mortgage Implosion and How to Avoid the Next Financial Crisis* "What separates a fad from a true revolution? This book answers many important questions about how people act and react to change. It combines the latest research in economics, psychology, and sociology to provide guidance on fostering innovations and creating revolutions. It's a must read for anyone trying to get ahead in these challenging and dynamic times." --Rob McGovern, founder of CareerBuilder and Jobfox "I look to invest in individuals who have the ability to see around the corner and to rapidly adapt in a dynamic marketplace. In *The Evolution of Revolutions*, Patrick Howie provides a clear and compelling blueprint for those trying to create change, making it a must read for any entrepreneur." --Chuck Newhall, co-founder New Enterprise Associates, the world's largest venture capital firm "The *Evolution of Revolutions* is compelling and applicable to all disciplines, fields, businesses, and innovations. Howie's treatise is on target and compelling. A crisp and clear guide that parses fads from sustaining innovations. The historical precedents and vivid contemporary examples are riveting, and resonate as proof positive. A must read and an awakening in today's changing and challenging environment." --Dr. Phil Gerbino, president, University of the Sciences in Philadelphia "Patrick Howie has constructed a fascinating book about innovation. Being involved in both the business of innovation (developing and commercializing green technologies), and in the teaching of innovative ideas for environmental policy, I use and teach concepts in innovation. Patrick's book opened my eyes to some new ideas and concepts, and the history lesson was intriguing. I look forward to using some of the ideas in motivating investors and users for emerging green technologies, and challenging my students to create new and revolutionary approaches to solving problems." --Dr. Mark Allen Bernstein, managing director, USC Energy Institute, professor of practice, political science, University of Southern California "The innovation process is complicated and dynamic. By synthesizing advances in disparate disciplines, *The Evolution of Revolutions* provides much needed insight into how innovations, even complex scientific and technological innovations, must adapt to survive this process. This is an important and insightful work for anyone interested in creating change." --Dr. James Winebrake, chair, professor of science and technology policy, Rochester Institute of Technology About the Author Patrick J. Howie (Maple Glen, PA) has spent two decades studying the social process of innovation as an economist, head of product development for a venture capital-backed start-up, and as creator of the social prediction website *ABetterGuess.com*. His work has been cited and published in numerous publications including *Forbes*, *Fortune*, *Business Week*, and the *Wall Street Journal*. Patrick holds a patent for A Unique Method and System of Analyzing the Effectiveness of Marketing Strategies.