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The Innovation SuperHighway

Debra M Amidon

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Debra M Amidon : The Innovation SuperHighway before purchasing it in order to gage whether or not it would be worth my time, and all praised The Innovation SuperHighway:

0 of 0 people found the following review helpful. Debra Amidon's writing style IS collaborativeBy Michael B. SussmanFrom the opening Forward, written collaboratively by three experts, to the last chapter, Debra Amidon writes with honor for the collective intelligence. She paints a global landscape of thoughtful collaboration as she weaves her own thinking with numerous references and acknowledgements of others in the field.Debra Amidon speaks with the rarefied air of a highly credentialed individual converging their professional/business intellect with a heartfelt vision

for humanity. Debra writes in Chapter 17, "The knowledge economy, as opposed to a digital or technology economy, affords us a human and humane agenda within which the potential of every person is valued." In covering so wide a swath of global collaborative and knowledge management activities, this book provides a vast audience of practitioners, activists, and students with numerous learning and networking possibilities. While richly covering the state-of-the-art in this field, the book serves to energize and stimulate new thinking and future developments. Clearly this is a reflection of the collaborative agenda embodied in the personality and integrity of the writer. While I was becoming more learned on the subject, my own possibilities for engagement were expanded. 2 of 4 people found the following review helpful. I was looking for innovation, but instead got knowledge management.

By Aaron J Dykstra

First off, when looking for books on innovation, one must know what type of information they are looking for and what information they are going to find in the book that they are going to read. The Innovation Superhighway is a book that starts out presenting the start of a framework using the internet as a means of transmitting information. Early on in the book it is stated that internet and all its services and facilities are really about innovation, not information. While many innovative activities are occurred because of the information that is made more readily and by the "free wheeling" of early internet companies, the internet is truly about the transfer of knowledge. When much of the book deals with sharing of innovations across some infrastructure sounds wonderful, I have seen little of it in the corporate world, where it may be true in the academic world. In fact I have seen the opposite in the corporate world, where innovation is coveted and hoarded. In the end, this book will do a couple of good things for you. It provides an excellent look into the ideas of Intellectual Capital, which still has a certain amount of nebulosity about it (although I was looking for something a little deeper here). The book also presents some excellent views into Knowledge and what it can mean to an individual, a company, and even a country. There is a lot of good information in those chapters. This however only gets us to page 127 out of 349. At this point, the book goes into the story of INNOVATION which I was unable to find much that I could use in many of my roles of using technology to facilitate communication and parts within a corporation's innovation processes. It becomes the story of how individuals from many roles got together to explore knowledge exchange and sharing for the purpose of innovation. Many of the cases that are put forth rely on companies and individuals seeing the benefit of sharing information and also that all information being shared is of equal value. I have been part of such attempts at sharing only to have them break down due to information having different value to different parties and therefore demanding different returns. The whole knowledge market, although referenced earlier in the book, seems largely ignored. The primary aspects near the end of the book rely on a more idealistic world, where personal gain (thinking selfishly here) is largely ignored and the greater good of society and countries are funded to aid innovation. I have seen little evidence of any working towards that or any chance of these goals coming to fruition. Parting of Exemplar Ken Practitioners through ~40 pages had little value to me in my quest for knowledge and innovation processes. So, there is value to the book. I felt that the first portion of the book was the most valuable and would love to see more around the strong formations of knowledge management, but I was disappointed that after such a strong start, the end left me wanting for the creating of innovative processes out of technology. 1 of 1 people found the following review helpful. The leading perspective on knowledge innovation.

By Oliver Schwabe

The Innovation SuperHighway is one of the fundamental pieces of work dealing with how to create sustainable collaborative advantage through the development AND implementation of knowledge strategies. The book defines the innovation frontier as our future assets and includes superb examples of innovation infrastructures being created in companies and countries - giving an understanding of how the attention should be on the people and not the technology per se. This since been documented in her subsequent research around knowledge innovation zones, the UNESCO reports and IBM CEO innovation surveys. In wise foresight there is also a chapter is dedicated to youth and how they are being mobilized with their vision. Finally, the vision in the concluding section documents the era of collaborative advantage - another evolving (and now accepted) principle of the Knowledge Economy. It is critical to note however that this book is NOT about knowledge management - it moves beyond these principles and provides a blueprint for discovering and leveraging intellectual capital, versus "managing" what is evident. In this manner the book enables the reader to sense not only why innovation is the ultimate manifestation of harnessing intangibles, but also how to create the dynamic conditions for profiting from an economy where sustainable success is only possible if organizations and people innovate knowledge --existing and new-- more effectively to enhance economic growth and collaborative advantage. As we move from economic scarcity models based on land, labor, and capital to models of abundance based on an inexhaustible resource - knowledge, old rules do not apply; and the new rules are being innovated. This book provides the best starting point for executives and managers at all levels to begin this journey, and to set the stage for moving into a new innovation frontier - one based upon intangible value and intellectual wealth, for the success of their organizations, their enterprises and society.

Debra M. Amidon, a worldwide pioneer in knowledge strategy, once again leads you into the future by charting the intersection of knowledge management and innovation into a new frontier called 'Knowledge Innovation.'

Groundbreaking and well researched, 'The Innovation SuperHighway' provides global insights into how you can use knowledge processes and tools to sustain high levels of innovation among all stakeholders to gain a competitive

positioning. 'The Innovation SuperHighway' awakens the realization that information, economic infrastructures, computer and communications technology - and even knowledge management and ICT's, has been a journey toward profitable and prosperous innovation. Providing the sound rationale for knowledge strategy, Amidon defines the global vision on all levels of economy; the enterprise, the national economy and societal transformation. 'The Innovation SuperHighway' turns knowledge vision into innovation practice.

"Debra makes innovation a central topic with decentralized (but) networked organizations. This paradigm is an important finding, since most big companies tend to re-centralize their innovation-processes to have better control!!!" - Joachim Doering, Sr. Vice President, Information Communications network, Siemens A.G. "Debra Amidon - a globally leading knowledge pioneer for decades - leverages how past experience is the key to visualizing the emerging longitude patterns of the Future through knowledge innovation. This book is a milestone in the knowledge field. She has put the spotlight on the two major dimensions - enterprising as well as innovations. The methodologies and international network outlined in this book represent a true global entrepreneurial spirit for nourishing intellectual capital." - Leif Edvinsson, CEO of UNIC and author of 'Intellectual Capital and Corporate Longitude'"If the 21st century is to be characterised by a profound shift towards a knowledge-based economic infrastructure then we cannot simply expect knowledge, innovation and learning to emerge serendipitously. Debra Amidon brings clarity of thought and a timely contribution to this important debate and demonstrates that we must develop strategies that connect hitherto compartmentalised components of our innovation pipelines." - Dr. Michael Kelleher, Director, the European Union KALiF Project" This is truly a landmark book and highly recommended as essential reading for those needed to lead innovation practices between functions of an organization, companies within industries, across sectors of the economy and among nations of the world. Debra suggests - and I concur - that innovating our future through human creativity - beyond technology and beyond content - is the key for wealth-generation in the 21st century. In this decisive book, Debra has been exceptionally skilled in building consensus and working complex issues that require collaboration - with sensitivity and resoluteness" - Dr. George Kozmetsky, Founder of Teledyne and winner of the National Medal of Technology" In this book, Debra Amidon provides a summary of the new fundamentals of Knowledge and Innovation - plus the 'how to's' for Leadership/Leverage of these forces into the future. This is a must-read for Board members and executives charged with the responsibility of choosing future directions and ensuring the sustainability of their organizations." - Doug Macnamara, CEO, Banff Executive Leadership Inc. "Debra provides a sustainable path forward in what is a defining moment in the history of our society as we determine the kind of world our children's children will inherit. We should all take heed." - Dr. Thomas F. Malone, Distinguished Scholar Emeritus, North Carolina State University "Debra's compelling vision of The Innovation Superhighway - beyond KM and information management - connects all multidisciplinary, planetary talents and uses collective intelligence to build the future. As many other words in the global context, the definition has evolved beyond invention into multi-faceted innovation: compartmental (new attitudes), organizational (new structures), educational (new ways of learning), economic (new values), and motivations. No one can stop our collective imagination." - Dr. Eunika Mercier-Laurent, CEO of EML Conseil and Professor of IAE Lyon University "Debra Amidon combines vision and practice in this pioneering book. Her vision aims very high and her examples are very concrete. She herself has been practicing what she preaches and the book is full of live and powerful examples, many taken from her own experience. You will find out why we all need to move from knowledge management to innovation through collaboration and how it has already been done by an international network of experts led by the author." - Dr. Edna Pasher, author of "The Hidden Values of the Desert - the Intellectual Capital of Israel," and co-editor of "From Knowledge to Value - Unfolding the Innovation Cube" "This book is a milestone in the global evolution of thinking on growth and innovation. Full of thought-provoking, visionary knowledge nuggets that cannot be missed by anyone trying to shape the future - of his company, society or nation. In times when future is not anymore like it used to be, we all need a crash-course in mastering volatility. Debra's vision of an Innovation Superhighway is so compelling, that it can change the way we think about strategy in the knowledge economy." - Tomasz Rudolf, student at Warsaw Institute of Economics" In this timely text, Amidon addresses the essence of the key challenge we face in the knowledge era: the constant need to innovate for individuals, organizations and societies. Its architect, Debra Amidon, inspires and weaves a worldwide conversation that embodies the message she brings to life for so many people around the world. It is a privilege to be part of her Network and share in its evolution." - Hubert Saint-Onge, former VP Clarica, Advisor for Know Inc. and co-author of 'Leveraging Communities of Practice for Strategic Advantage'" Debra Amidon is our Sherpa guide who moves us beyond "knowledge as a thing to be slice and diced" to "knowledge as a process of discovery in community." The Innovation SuperHighway is an invitation to us all to roll up our sleeves and co-build a new foundation for a world economy. Now, the twin towers of the World Trade Center may be replaced by a new foundation of understanding so that we can enhance the "world trade of ideas" on a global scale. We have learned to value, appreciate, and be inspired by the uniqueness in one another and one another's cultures." - Dr. Charles M. Savage, CEO of Knowledge Era Enterprises, Inc. and author of 'Fifth Generation Management'" This is the breakthrough innovation book of the decade. Thoughtful, inspirational, visionary...the book we have all been waiting

for to help guide us into the future. It is what you get when you combine a brilliant mind with a wonderful writer." - Lynne Schneider, CEO ESSI and co-author of 'Non-traditional Warfare: 21st Century Threats and Responses' "A kaleidoscope of possibilities is revealed in this new masterpiece. Debra M. Amidon may be the next Peter Drucker with her own strategic blueprint for the knowledge tomorrow with global visibility, sustainability and collaborative advantage." - Xenia Stanford, CEO of Stanford Solutions, Inc. and Editor of KnowMap "Clearly a seminal work, laying a blueprint, and synthesizing two principal drivers, for the 21st century economy: innovation and knowledge management." - Michael Stankosky, Associate Professor and co-director, Institute for Knowledge Management, The George Washington University From the Publisher "The Innovation SuperHighway" awakens the realization that information, economic infrastructures, computer and communications technology, and even knowledge management, has been a journey toward profitable and prosperous innovation. Providing the sound rationale for knowledge strategy, Amidon defines the global vision on all levels of economy; the enterprise, the national economy and societal transformation. 'The Innovation SuperHighway' turns knowledge vision into innovation practice About the Author Debra M Amidon, Founder and CEO, ENTOVATION International, Ltd.