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*P. Formica*

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**P. Formica : Stories of Innovation for the Millennial Generation: The Lynceus Long View (Palgrave Pivot)**

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Stories of Innovation for the Millennial Generation: The Lynceus Long View (Palgrave Pivot):

0 of 0 people found the following review helpful. Stimulating Innovation and Startups in Europe By Sheridan TatsunoOld, aging nations and regions face formidable challenges reinventing their economies. Entrenched

educational, industrial and political interests and policies make it difficult if not virtually impossible to innovate and launch new startup companies. Based in Dublin, a hot bed of startup activity, Piero Formica examines European entrepreneurship through a variety of historical, cultural and economic angles, using storytelling as his delivery vehicle. For those who want to dig below the stereotypes about Europe's weak entrepreneurship, this book provides useful intellectual handlebars. As a long-term Silicon Valley resident and serial entrepreneur, I like his concept of the "experimental lab", a hands-on approach to innovation that we practice all the time in the valley, which is the fastest way for Europeans to innovate. Finland's booming online gaming industry, Sweden's online music startups, Berlin's open innovation, London's new digital hubs, Ireland's innovation policies, and Barcelona's mobile conferences are positive signs that Europe can overcome inertia and innovate. It just requires a forward-looking, can-do attitude.0 of 0 people found the following review helpful. A depth and breadth of expertise and experience underlines this expositionBy Kim Chandler McDonaldWeaving a wonderful tapestry, through stories, fables, tall tales and nuanced analogies, Piero Formica has found the thread that links the archetypal innovator and innovative thinker: that of the Quest. Both provocative and thought provoking, this collection of insights, ideas and inspirational instruction is one I continue to delve into - savouring each section and continually finding wit, wisdom, potential and possibilities. Using his perspective and passion for both innovation and entrepreneurship as his foundation, Piero provides readers with an Aladdin's cave of core concepts to begin their own quests for innovative success.

The potential of storytelling as a research tool for enhancing the understanding of knowledge creation, acquisition and conversion into innovation and innovative business activities is the methodological underpinning of this book's narrative approach. The subtitle comes from Lynceus, one of the Argonauts who accompanied Jason to Colchis in his quest to find the Golden Fleece, who was said to have excellent sight. Among the various interpretations of the meaning of the Fleece, one version highlights the importance of discovery to innovation by voyaging to 'terrae incognitae' (unknown lands). This book is a narrative of a fictional voyage to the 'terra incognita' of Innoland the island of innovation and other mental travels that make sense of events and actions which spur innovation.Stories of Innovation for the Millennial Generation is written for Millennials willing to assimilate and grow dynamic, innovation-driven capabilities which lead to the creation of high-impact startups.

"Formica's attempt to shed substantive light on these connections will strongly help the trans-culturation and co-evolution of ideas among scholars, practitioners, students and, more widely, all those interested in innovation and entrepreneurship." - International Journal of Entrepreneurship and InnovationAbout the AuthorProfessor Piero Formica has over 30 years of experience in the fields of international economics and the economics of entrepreneurship and innovation, having worked with the OECD Economic Prospects Division in Paris, academic institutions, large corporations and small companies, governmental bodies, and the European Union. He founded the International Entrepreneurship Academy ([www.intentac.org](http://www.intentac.org)), he is Senior Research Fellow of the Innovation Value Institute (a consortium founded by Intel, National University of Ireland, and Boston Consulting Group) at the National University of Ireland, where he leads an international research team in experimentation and simulation of high-expectation start-ups. Formica is Guest Professor of Knowledge Economics, Innovation and Entrepreneurship at the University of Tartu, Estonia, and at the Faculty of Entrepreneurship, University of Tehran, Iran.