DESCRIPTION

"An innovative book for an innovative topic." Charles Hampden-Turner

Like the subject matter it covers, Clusters of Creativity is innovative and original. It breaks with popular interpretations of Silicon Valley and similar regions, which range from the hyperbolically laudatory to the contemptuously dismissive, and takes a critical, objective look at the lessons that these locations provide about innovation and entrepreneurship.

Readable, yet rigorous in its analyses, the book provides a practical and balanced set of perspectives on how the powers of business creativity are fostered and sustained. It focuses not so much on the generations of high technologies but on the motivations and strategies of business leaders who turn revolutionary innovations into commercial realities. Clusters of Creativity demystifies the many enigmas that surround two leading capitals of the modern global economy, providing insights on managing innovation and entrepreneurship that are both eye-opening and broadly applicable to all organizations and industries.

Clusters of Creativity will challenge assumptions, dispel myths, enlighten, inspire, and generally provoke thought. In an age where technology and hyperbole frequently go hand-in-hand, the book's well-founded insights are all the more refreshing and important.
ABOUT THE AUTHOR

ROB KOEPP is a director of the strategy consultancy, Intercedent Asia, and Adjunct Professor of the Graziadio School of Business and Management at Pepperdine University in Los Angeles, California. A globally active manager, consultant, educator, and writer, he has led marketing and technology development projects in and between the US, Asia, and Europe and advises a variety of organizations in the private and public sectors. He lectures frequently on the topics of innovation management, international entrepreneurship, and global business strategy. His written and spoken commentary appear in The Economist publication Business Asia, Dow Jones' Far Eastern Economic Review, and Oxford Economic Forecasting's International Industry Report, among others. A former Thomas J. Watson Fellow, he holds an MBA from the University of Cambridge and a BA from Pomona College in Claremont, California.

SERIES

Society of Chemical Industry

For additional product details, please visit https://www.wiley.com/en-us