What is innovation? How is innovation used in business? How can we use it to succeed?
Innovation: A Very Short Introduction looks at what innovation is and why it affects us so profoundly. It examines how it occurs, who stimulates it, how it is pursued, its outcomes—both positive and negative—and how it plays an essential role in economic and social development. Considering innovation today, and discussing future disruptive technologies such as AI, which have important implications for work and employment, this VSI considers the extent to which our understanding of innovation has developed over the past century and how it might be used to interpret the global economy.