1. Josiah Wedgwood: the world’s greatest innovator
Mark Dodgson and David Gann

‘Josiah Wedgwood: the world’s greatest innovator’ looks at the important contribution made by a Staffordshire potter to an improved quality of life and work in the society in which he lived. Josiah Wedgwood (1730–95) was a product innovator, constantly searching for innovation in the materials he used and design forms of his pottery, seeking out collaboration with other companies, artists, and industries. He made significant contributions to building national infrastructure, helped create a dynamic regional industry, pioneered new export markets, and positively influenced government policies. He invested extensively in the training and skills development of his employees and introduced a remarkable number of marketing and retailing innovations.

3. London’s wobbly bridge: learning from failure
Mark Dodgson and David Gann

‘London’s wobbly bridge: learning from failure’ considers the ways in which much progress in science, engineering, and innovation is built upon failure. It is because of risks and uncertainties that there is so much failure in innovation; however failures provide valuable opportunities for future improvements. Innovation encourages organizational and personal learning but requires strong leadership to outweigh the potential negative outcomes. There is continuing debate on the impact of innovation on employment and its effect on the quantity and quality of jobs. Economic wealth depends upon improved productivity, and this is frequently driven by innovation. Innovation and improvements in technology and organization contribute to what is known as multi-factor productivity.

5. Thomas Edison’s organizational genius
Mark Dodgson and David Gann
‘Thomas Edison’s organizational genius’ uses examples of Thomas Edison’s work to show how he pioneered a highly structured way of organizing innovation. He developed the phonograph, electric light bulb, and electrical power distribution, and improved the telephone, telegraph, and motion picture technology, as well as founding numerous companies, including General Electric. He always pursued several lines of research, wishing to keep options open until the strongest contender emerged. By working on numerous projects simultaneously, Edison hedged his bets so future income streams did not depend upon one development. Further examples of other businesses using Edison’s ideas on workplace, structures, people, creativity, and technology include IDEO, Toyota, 3M, Google, and Amazon.

10. Organ donation and the ownership of body parts
Charles Foster

‘Organ donation and the ownership of body parts’ shows that in many countries, body parts and the products of bodies are regarded as property if that gives the ‘right answer’. The trading of body parts, commodification, and the Council of Europe's Convention on Human Rights and Biomedicine (1997), which prohibits commercial dealings in human body parts, are considered. The debate on organ donation is then outlined, including living donors, opt in and opt out donation, and the issue of autonomy. Finally, intellectual property rights and the patentability of human material are addressed and it is argued that the law of confidentiality, not of property, should be used when considering the human body.

Siva Vaidhyanathan

Intellectual property is the most pervasive yet least understood way we regulate expression. Despite its importance to so many aspects of the global economy and daily life, intellectual property policy remains a confusing and arcane subject. Intellectual Property: A Very Short Introduction clarifies both the basic terms and the major conflicts surrounding this area of law, offering an introduction to copyright, patents, trademarks, and other forms of knowledge that are subject to global law and regulation. It illustrates the powers and limits of intellectual property, distilling the complex tangle of laws, policies, and values governing the dissemination of ideas, expressions, inventions, creativity, and data collection in the modern world.
1. How to read Starbucks, or why intellectual property matters more than you think

Siva Vaidhyanathan

Intellectual property is a core function of the cultural elements from which we build meaning and of the commercial ecosystem that fuels so much human activity. Global companies, such as Starbucks and Coca Cola, have mastered both dynamics. Understanding the intellectual property ecosystem demands a full acknowledgment of the justifications for these systems of law and practice and an account of their consequences—both positive and negative. “How to read Starbucks; or why intellectual property matters more than you think” considers the justifications of intellectual property and its globalization and explains the main branches of “intellectual property” law: patent, trademark, copyright, and trade secret law.

Innovation: A Very Short Introduction

Mark Dodgson and David Gann

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.

2. America’s venture into the unknown

Andrew Davies

‘America’s venture into the unknown’ shows how large-scale engineering endeavours were delivered, often very successfully, long before the formal tools, language, and discipline of project management were available. It describes the Erie Canal project, America’s most ambitious and largest engineering project of the early 19th century to create the world’s largest inland waterway connecting New York with Lake Erie. Despite numerous obstacles, the project was completed on time, close to the original cost estimate. The project created
knowledge where no such capability existed before and where many unknown conditions would have to be faced and overcome. It became its own school of engineering and a training ground for project managers. It was the key to America’s industrial future.

8. The future of development
Ian Goldin

‘The future of development’ considers some of the key challenges facing all countries: the sequencing of different policy reforms and investment efforts; the role of private investment and foreign aid; the coherence of aid policies; the provision of global public goods; and the role of the international community in the protection and restoration of the global commons. As individuals get wealthier and escape poverty, the choices they make increasingly impact other people. More than ever the futures of advanced and developing countries are intertwined. The term ‘development’ is less and less about a geographic place and more and more about our collective ability to cooperate in harvesting global opportunities and managing the associated global risks.

Conclusion: The politics of resistance
Siva Vaidhyanathan

Intellectual property exists as it does because powerful interests want it to exist. Our global intellectual property systems reflect three centuries of changes in industries, politics, economics, and social values. Thus, intellectual property is fundamentally political. The “Conclusion” asks what we must do as citizens of our various states to ensure that these systems work well for most people. How can we ensure that copyright fosters creativity at all levels without squelching it among some quarters? It also explains the rise of global activist movements—generally called the “Access to Knowledge” movement—devoted to fighting excessive intellectual property protection. To varying degrees these movements have succeeded and have certainly changed the conversation.

7. Treatment and prevention dilemmas
Alan Whiteside

AIDS is still a major threat. ‘Treatment and prevention dilemmas’ shows that prevention and public health programmes are the most cost-effective way to health. HIV infection is
preventable through biomedical strategies, such as ensuring safe blood and blood products by screening donors and testing donations; social interventions advising behaviour change, such as using condoms, having fewer partners, and practicing monogamy or abstinence; and —crucial to behaviour change—community mobilization and leadership. AIDS treatment developments are described along with the current state of antiretroviral therapy. Looking ahead, prevention remains the priority—while HIV infected people can live normal, productive lives, it is challenging and expensive.

7. Present and future in the light of history
Virginia Berridge

‘Present and future in the light of history’ outlines some possibilities for future public health and discusses some emergent as well as long-standing issues. A 2015 enquiry showed that there had been both changes for the better in public health and changes for the worse over the previous fifty years. The indeterminate nature of ‘public health’ is unlikely to change: what counts as public health and what is emphasized will continue to vary depending on external factors and circumstances and on which institutions and groups are involved. One feature of the future scenario is likely to be increased interdependence between issues at the national and at the international or global levels.

6. The Doha Development Agenda
Amrita Narlikar

‘The Doha Development Agenda’ reviews the launch and progress of this attempt to correct inequalities for developing nations in the World Trade Organization. The DDA was borne out of the acrimonious 1999 Seattle Ministerial, where the US pursued the controversial Singapore labour issues. In the 2001 Doha Ministerial compromises were made, but at a high price for developing nations. This inequality caused the 2003 Cancun Ministerial to collapse under the weight of mistrust between feuding coalitions. The resulting impasse benefited no one, and was overcome with the July Package of 2004, which reached suitable compromises on many key issues and set an unspecified deadline for DDA implementation.

7. The burden of governance
Amrita Narlikar
‘The burden of governance’ reflects on the nature of the World Trade Organization (WTO). The WTO has lurched from one crisis to another, and reform is needed for it to remain legitimate. A consultative board has been proposed to aid WTO members in reaching a consensus on controversial issues, but smaller countries fear further marginalization. Debate also exists about the WTO's mandate — should it cut back to aid small nations or expand to address humanitarian aims? The democratic nature of the WTO is also under review, with calls for more accountability to the world's populations being tempered against the desire of NGOs to be more involved in the institution.

8. Funding the epidemic
Alan Whiteside

The response to HIV and AIDS has to be funded, whether the emphasis is on prevention, treatment, or both. AIDS is unique in part because of its complex financing. It requires long-term commitments for those increasing numbers on relatively expensive lifesaving treatment. ‘Funding the epidemic’ looks at the history of funding from the mobilization of international money into low- to middle-income countries to the increased domestic funding from government budgets fed from general tax revenues. Looking forward, AIDS resource needs are projected to increase at least until 2020. The problem is that treatment for people living with HIV is long-term and these costs remain unacknowledged by governments and donors.

The World Trade Organization: A Very Short Introduction
Amrita Narlikar

The World Trade Organization: A Very Short Introduction explanation of what the WTO is, what it does, and how it goes about executing its tasks. The World Trade Organization (WTO) is scarcely ten years old, but even in these early years of its existence it has generated debate, controversy and even outrage. The deep and far-ranging impact of the WTO on peoples' everyday lives means that it is not just an institution of interest to economists, but to everyone. A clear understanding of the mandate, structure and functioning of the WTO is essential to appreciate the controversy behind the organization, and whether it deserves the reputation that it has acquired.

1. Who needs an international trade organization?
Amrita Narlikar
‘Who needs an international trade organization?’ explores why international trade organizations came into being. Economic theory suggests that trade liberalization is mutually beneficial, but in real life countries are not keen to lower trade barriers. If one country raises trade barriers, then others will retaliate and all will suffer. The rationale behind international trade organizations is to bind countries to reciprocal trade liberalization, making international trade fairer and more reliable. Two international trade organizations were proposed after World War II: the International Trade Organization was never actually formed, but the General Agreement on Tariffs and Trade lasted for forty-seven years, before being replaced by the World Trade Organization.

4. The expanding mandate
Amrita Narlikar

‘The expanding mandate’ examines how the World Trade Organization (WTO) has gone beyond the scope of the system it replaced. The GATT 1994 agreement built on the existing GATT 1947 agreement. It forced countries to adhere to more rigorous disciplines on tariffs, including agriculture and textiles, and introduced stricter rules on non-tariff barriers. As the economies of the developed world shifted from production to services, the WTO introduced the General Agreement on Trade in Services (GATS). The WTO also required countries to change national legislation on trade-related intellectual properties (TRIPs). Generally this expanded mandate has hampered developing countries, but some have adapted to the changes.