

CREATING REGIONAL WEALTH IN THE INNOVATION ECONOMY

Models, Perspectives, and Best Practices

Creating Regional Wealth in the Innovation Economy: Models, Perspectives, and Best Practices is a guide to understanding how regions and businesses are successfully profiting from this dynamic change through the perspectives of those "entrepreneurial champions," who are improvising new strategies, organizations, and programs.

There is an Innovation Economy, based on the entrepreneurial application of innovative technology, linking regions, and creating great wealth. These regions are successful because individual champions in business, venture capital, universities, government, and nonprofit organizations are collaboratively working and adapting to this Innovation Economy. This book provides their perspectives to help others to better understand and succeed.

"This thoughtful book goes a long way to explaining the Silicon Valley mystique and how other parts of the world are following the model with varying degrees of success and localization. This will be a textbook for some, a reference for many, and a fun read for all of us working in the high-tech industries."

-- George Koo, Director, Chinese Services Group, Deloitte & Touche

"Excellent lessons for knitting the core strengths of a region into a compelling and saleable value proposition. Filled with entrepreneurial insights."

-- Shirley Horn, Senior Director, Brand Management, Agilent Technologies, Inc.

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