



Conquering Innovation Fatigue: Overcoming the Barriers to Personal and Corporate Success

Jeffrey Lindsay, Cheryl A. Perkins, Mukund Karanjikar

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This practical guide reveals the nine major “fatigue factors” that can block the path to innovation success, along with solutions to energize innovation. Original advances in innovation practice and new case studies are applied to guide inventors, entrepreneurs, companies, universities, and even policy makers in conquering innovation fatigue. Cost-effective solutions include guidance on intellectual assets, dealing with disruptive innovation, and driving innovation using the “Horn of Innovation” and “Circuit of Innovation” models. A surprising view of DaVinci as an engine of open innovation is presented. Throughout the book, a unique aspect is exploring the journey of innovators, including corporate employees and entrepreneurs, at the often-overlooked personal level using the metaphor of immigrants in a strange land to identify barriers and solutions.

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