

How to Fire Up The Innovation Machine

BusinessWeek, October 11, 2004, Page 240

At a time of intense division, with deep political and religious fault lines splitting the world, innovation stands out as a powerful integrative force.

It ties countries, companies, and consumers together in creating value, solving problems, and generating wealth.

An innovation economy demands that society be **open**, **dynamic**, **educated**, **international**, and **risk-taking**. Given a chance, innovation can improve all our lives.

Financial risk-taking is the fuel that powers the process of change.

Worldwide innovation networks are the new keys to R&D vitality -- and competitiveness.