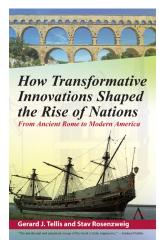


ANTHEM PRESS



How Transformative Innovations Shaped the Rise of Nations

From Ancient Rome to Modern America By Gerard Tellis and Stav Rosenzweig

Pub Date: 30 May 2018 Binding: Hardback **Price:** £27.99 / \$34.95

ISBN: 9781783087327

BISAC CATEGORY: BUSINESS & ECONOMICS / General BUSINESS & ECONOMICS / International / General, BUSINESS & ECONOMICS / Entrepreneurship, BUSINESS & ECONOMICS / Economic History, TECHNOLOGY & ENGINEERING / History, HISTORY / World, HISTORY /

Social History

BISAC CODE: BUS000000

BIC CODE: KJD

RIGHTS

Exclusive: WORLD

Extent: 332 pages **Size:** 153 x 229 mm /

6 x 9 inches

A study of how openness to new ideas and people, competition and empowerment of individuals are key drivers in the development and adoption of transformative innovations.

"A refreshing perspective on the importance of innovation throughout history that provides deep insight that is relevant for technology strategy

-John R. Hauser, Kirin Professor of Marketing, MIT Sloan School of Management, USA

"This book is a timely reminder that the story of the world is one of eventual progress, powered by human ingenuity. [...] Tellis and Rosenzweig offer powerful lessons from history for those who seek to drive progress and avoid the fate of those left behind. This is a path-breaking, gripping, energizing -and necessary-book."

-Rajesh Chandy, Tony and Maureen Wheeler Chair in Entrepreneurship; Academic Director, Wheeler Institute for Business and Development; Professor and Chair, Marketing Subject Area, London Business School, UK

Over the last 2,000 years, critical innovations have transformed various small regions into global powers. But they have faded when they did not embrace the next big innovation. Gerard J. Tellis and Stav Rosenzweig argue in 'How Transformative Innovations Shaped the Rise of Nations' that openness to new ideas and people, competition and empowerment of individuals are key drivers in the development and adoption of transformative innovations.

About the Author(s) / Editor(s)

Gerard J. Tellis is professor, Neely Chair of American Enterprise and director of the Center for Global Innovation at the Marshall School of Business, University of South California, USA. He is an expert in innovation, advertising, social media, new product growth and global market entry. Associate editor of the Journal of Marketing Research, Tellis is the author of 6 books and over 100 articles (http://www.gtellis.net) and has won more than 20,000 citations and 20 awards for his publications.

Stav Rosenzweig is assistant professor of marketing and business strategy at the Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Israel. An expert in innovation management and knowledge creation, Rosenzweig's research focuses on the interrelations of innovation, knowledge and public policy in business strategy and consumer behavior.

Ordering in North America

Books International P.O. Box 605, Herndon, VA 20172-0605 United States Tel: +1 703 661 1570 | Fax: +1 703 661 1501

bimail@presswarehouse.com

Ordering in the UK/Rest of the World

NBN International Airport Business Centre, 10 Thornbury Road Plymouth, PL6 7PP

Tel: 01752 202301 | Fax: 01752 202333 orders@nbninternational.com

Ordering in Australia

NewSouth Books Rosie Marson, UNSW Sydney NSW 2052, Australia

Tel: +61 (02) 8778 9999 | Fax: +61 (02) 8778 9944 orders@tldistribution.com.au