



How Transformative Innovations Shaped the Rise of Nations

From Ancient Rome to Modern America

By Gerard Tellis and Stav Rosenzweig

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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 today.”

—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.”

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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)

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