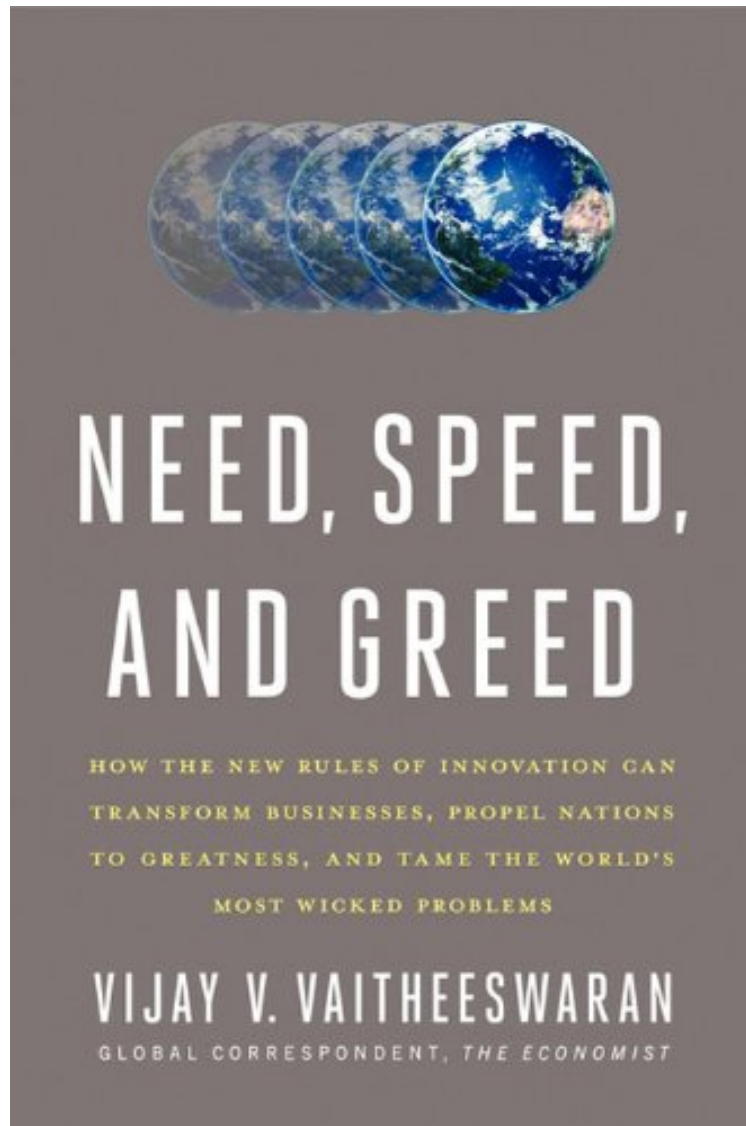


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# Need, Speed, and Greed: How the New Rules of Innovation Can Transform Businesses, Propel Nations to Greatness, and Tame the World's Most Wicked Problems

*Vijay V. Vaitheeswaran*

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**Vijay V. Vaitheeswaran : Need, Speed, and Greed: How the New Rules of Innovation Can Transform Businesses, Propel Nations to Greatness, and Tame the World's Most Wicked Problems** before purchasing it in order to gage whether or not it would be worth my time, and all praised Need, Speed, and Greed: How the New Rules of Innovation Can Transform Businesses, Propel Nations to Greatness, and Tame the World's Most Wicked Problems:

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We all know that innovation is important; without it, raising standards of living would be a zero-sum game. But how much do we know about the actual mechanisms of innovation, the ways we might encourage it, and the risks it could entail? These are the pivotal topics of Vaitheeswaran's excellent new book. Innovation is an inescapable byword of the global market for ideas, that great cacophony fueled by Twitter, the blogosphere, and endlessly proliferating conferences such as TED, SXSW, Pop Tech, and The Economist's "Ideas Economy" series, which Vaitheeswaran has led. And Vaitheeswaran dutifully touches on dozens of the theories and stories of innovation that have made the rounds in these circles. Importantly, however, his book is not just a summary. Rather, it is a critical appraisal that does not take the merits of these ideas, no matter how famous their proponents, for granted. In this, the book may be the first of its kind, and much overdue at that. Vaitheeswaran writes in bite-size passages, each with vivid examples and a clear point. He takes apart a basket of myths about innovation, some more believable than others, and leaves the reader with realistic strategies for pursuing a more innovative future. For those hoping not just to stay abreast of the TED set but also to see where its fads have gone wrong, this is an engaging and practical reference.  
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Very well thought out estimation of coming events based on historical trends and facts. I found it inspiring and highly educational. It reinforces the dynamic nature of the world and human evolution both on a personal and world-wide scope.

World-renowned economist Vijay V. Vaitheeswaran provides a deeply insightful, brilliantly informed guide to the innovation revolution now transforming the world. With echoes of Clayton Christensen's *The Innovator's Dilemma*, Tim Brown's *Change by Design*, and Jared Diamond's *Guns, Germs, and Steel*, Vaitheeswaran's *Need, Speed, and Greed* introduces readers to the go-getters, imagineers, and visionaries now reshaping the global economy. Along the way, Vaitheeswaran teaches readers the skills they must develop to unleash their own inner innovator and reveals why America and other wealthy, privileged societies must embrace a path of inclusive growth and sustainability—or risk being left behind by history.