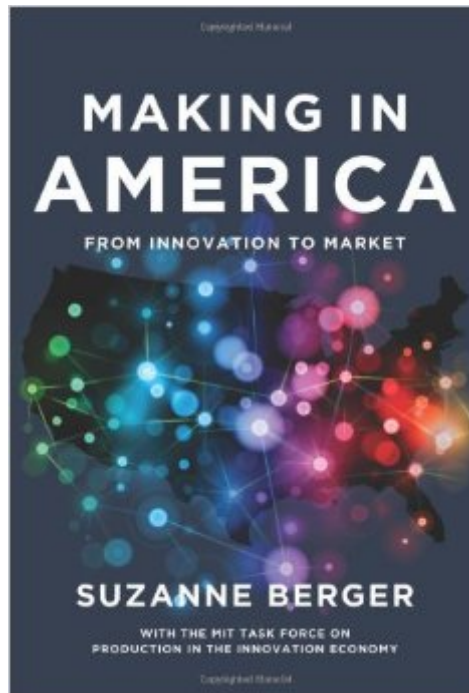


The book was found

Making In America: From Innovation To Market (MIT Press)



Synopsis

America is the world leader in innovation, but many of the innovative ideas that are hatched in American start-ups, labs, and companies end up going abroad to reach commercial scale. Apple, the superstar of innovation, locates its production in China (yet still reaps most of its profits in the United States). When innovation does not find the capital, skills, and expertise it needs to come to market in the United States, what does it mean for economic growth and job creation? Inspired by the MIT Made in America project of the 1980s, *Making in America* brings experts from across MIT to focus on a critical problem for the country. MIT scientists, engineers, social scientists, and management experts visited more than 250 firms in the United States, Germany, and China. In companies across America -- from big defense contractors to small machine shops and new technology start-ups -- these experts tried to learn how we can rebuild the industrial landscape to sustain an innovative economy. At each stop, they asked this basic question: "When you have a new idea, how do you get it into the market?" They found gaping holes and missing pieces in the industrial ecosystem. Even in an Internet-connected world, proximity to innovation and users matters for industry. *Making in America* describes ways to strengthen this connection, including public-private collaborations, new government-initiated manufacturing innovation institutes, and industry/community college projects. If we can learn from these ongoing experiments in linking innovation to production, American manufacturing could have a renaissance.

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Customer Reviews

After a quick first read, here are my thoughts. At the beginning and again at the end, this book reminds me of Henry Ford's famous quote. "If I had asked customers what they wanted, it would have been a faster horse!" The first sentence under acknowledgements states: "Making in America started from an idea about what researchers from across MIT could contribute to national and international debates on the role of production in bringing innovation to life in the economy." Of the 38 individuals identified as co-chairs, executive directors, advisors, staff, researchers, and student assistants; 18 are full professors; all appear to be academic employees of the Institute. The last sentence in the book states: "As researchers, we still have our dreams; after the PIE (Production in the Innovation Economy) project, we realize we need partners to bring them into the world." You may draw your own conclusion. I plan to start over with the book --- more later.

A excellent book.

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