



# THE INNOVATION SUPERHIGHWAY

Harnessing Intellectual Capital for Sustainable Collaborative Advantage

Debra M. Amidon

“This is the breakthrough innovation book of the decade. Thoughtful, inspirational, visionary...the book we have all been waiting for to help guide us into the future. It is what you get when you combine a brilliant mind with a wonderful writer.”

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“This book is a milestone in the knowledge field. She has put the spotlight on the two major dimensions - enterprising as well as innovations. The methodologies and international network outlined in this book represent a true global entrepreneurial spirit for nourishing intellectual capital.”

- **Leif Edvinsson**, CEO of UNIC and author of *Intellectual Capital and Corporate Longitude*

“Clearly a seminal work, laying a blueprint, and synthesizing two principal drivers, for the 21st century economy: innovation and knowledge management.”

- **Michael Stankosky**, Associate Professor and co-director, Institute for Knowledge Management, The George Washington University

Debra M. Amidon, a worldwide pioneer in knowledge strategy, once again leads you into the future by charting the intersection of knowledge management and innovation into a new frontier called ‘Knowledge Innovation.’ Groundbreaking and well researched, **The Innovation SuperHighway** provides global insights into how you can use knowledge processes and tools to sustain high levels of innovation among all stakeholders to gain a competitive positioning.

**The Innovation SuperHighway** awakens the realization that information, economic infrastructures, computer and communications technology—and even knowledge management and ICT’s, has been a journey toward profitable and prosperous innovation. Providing the sound rationale for knowledge strategy, Amidon defines the glob-al vision on all levels of economy-the enterprise, the national economy and societal transformation.

**The Innovation SuperHighway** turns knowledge vision into innovation practice.

**Contents:** Introduction; The innovation frontier: A global imperative: sustainability (why); The knowledge value proposition: the business case (what); Migration from strategic planning to innovation strategy (how); Architecting a future: Knowledge economics; Knowledge structure; Knowledge workers; Knowledge process; Knowledge processing technology; The globe as a network: ENTOVATION – a case story; The E100 global momentum of knowledge strategy; Trends of innovation strategy; Innovation leadership in practice: Modern knowledge leadership; Exemplar Ken practitioners; Evolving innovation infrastructures; The Millennium vision: The knowledge millennium generation; Blueprint for 21st century innovation; Creating the world trade of ideas.

**Debra M. Amidon is Founder and CEO, ENTOVATION, [www.entovation.com](http://www.entovation.com)**

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