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ENGINES OF TOMORROW: How The Worlds Best Companies Are Using Their Research Labs To Win The Future [Robert Buder] on Amazon.com. *FREE* shipping on qualifying offers. An inside look at the corporate innovation and technological research going on inside IBM, GE, Lucent, Intel

ENGINES OF TOMORROW: How The Worlds Best Companies Are ...

Engines of Tomorrow, by former Business Week technology editor Robert Buder, is a serious look at the role corporate research plays in long-term business success.

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Robert Buder, a Fellow in MIT's Center for International Studies, is the author of two acclaimed books, Engines of Tomorrow, about corporate innovation, and The Invention That Changed the World, about a secret lab at MIT in World War II. He lives in Cambridge, Massachusetts.

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In addition, little mention is made of what makes some research efforts flourish while others fade. Nevertheless, getAbstract highly recommends Engines of Tomorrow as a book that rises beyond a simple corporate history to a study in human innovation.

Engines of Tomorrow Free Summary by Robert Buder

But Engines of Tomorrow deals with a central element that has gone largely unexamined: corporate research. It's the research process that provides the technologies that spur growth. Research is behind the renaissance of IBM, the stunning growth of Lucent, and much of the steamrolling American recovery.

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