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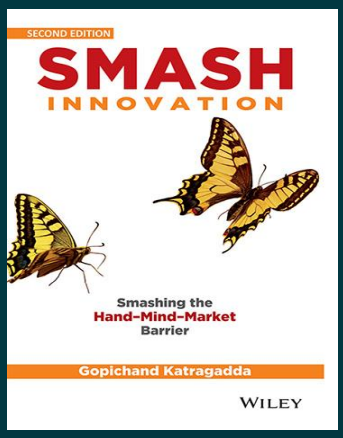

Smash Innovation, 2ed: Smashing the Hand-Mind-Market Barrier

By Gopichand Katragadda

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Description

The book SMASH innovation is a roller-coaster ride through ancient fable, tales of up-to-the-minute innovation success and brain physiology. This book makes excellent reading on the historical perspectives of early industrial innovations, our own roots as India as well as what is ailing us in our path of innovation in the last few centuries. It covers the process that can be adapted to accelerate innovation as well as potential areas for the future wherein India can take a lead. All through the book, passion and knowledge of the author through his rich experience flow through, which can be of benefit to the current generation of young minds to assimilate, practice and innovate. This book deals with our earlier constraints of the Hand-Mind-Market barrier and what needs to be done to overcome that.

About the Author

Gopichand Katragadda

Dr. Gopichand Katragadda is the Group Chief Technology Officer and Innovation Head for Tata Sons. He also serves as a Director on the boards of Tata Elxsi

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