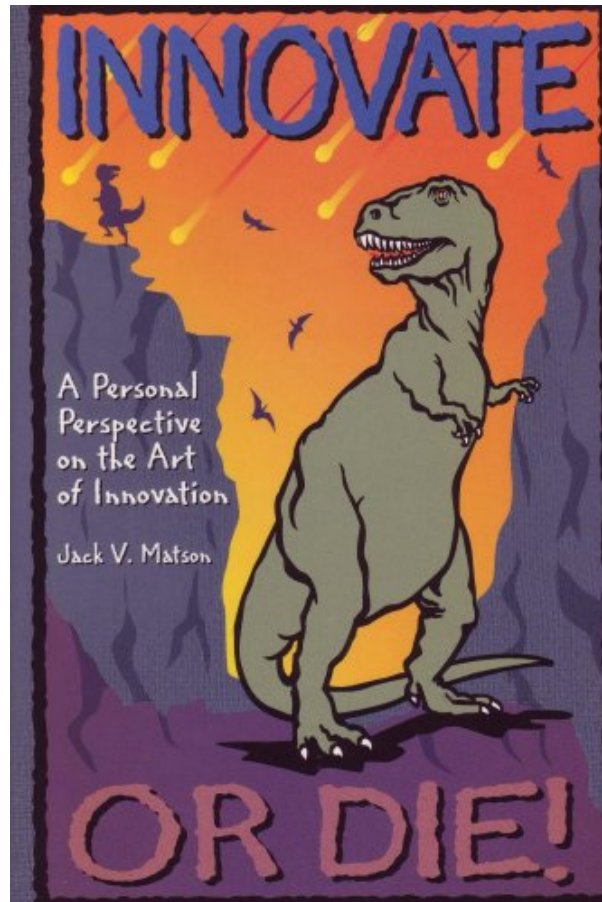
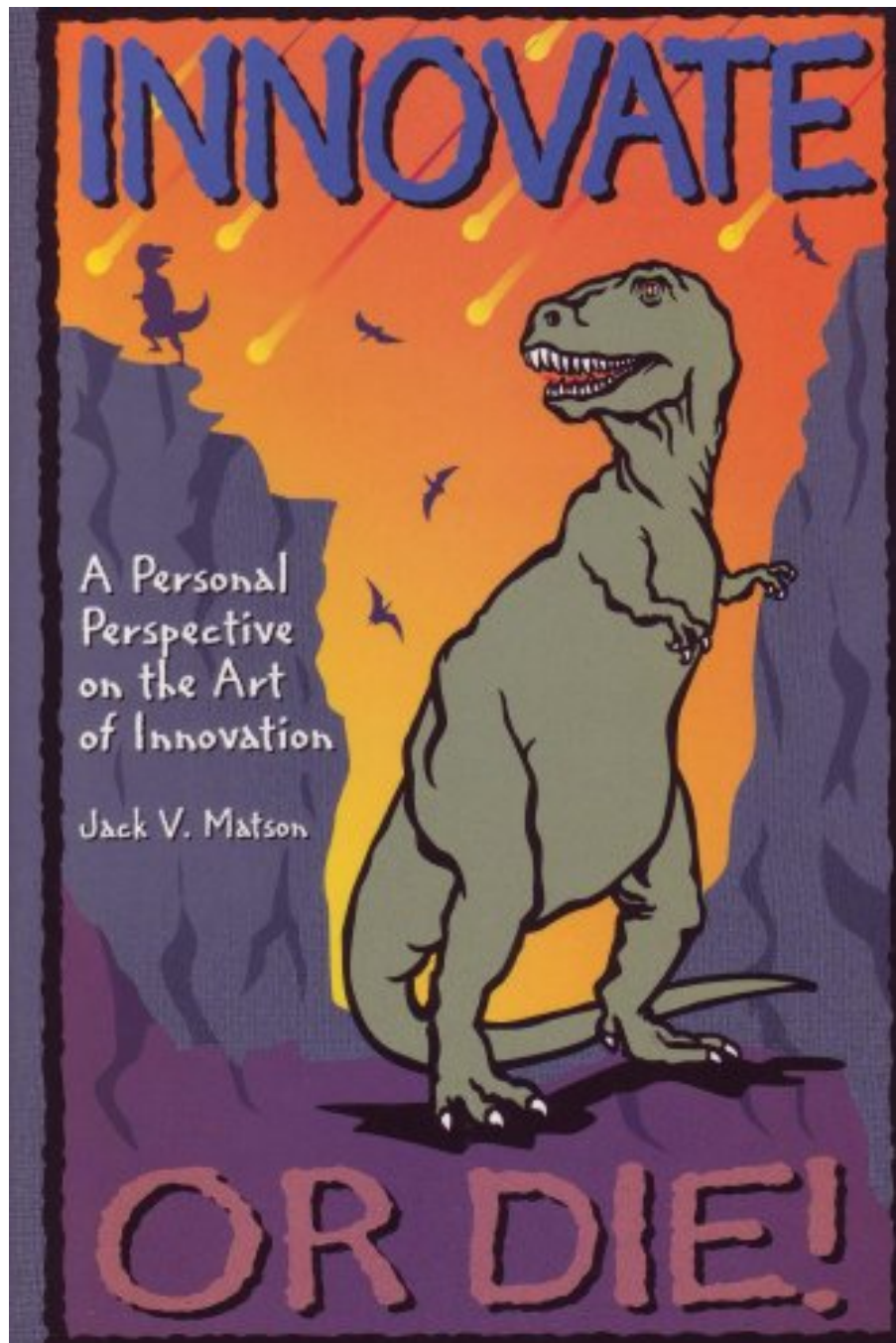


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About the Author

Dr. Jack V. Matson is an Emeritus Professor of Environmental Engineering at The Pennsylvania State University; and was the founding Director of the Leonhard Center for the Enhancement of Engineering Education where he initiated the Engineering Leadership Development Minor that contained courses involving creativity, innovation, entrepreneurship, and cultural change. For many years he taught a course he originated titled, "Technology Based Entrepreneurship." he continues to teach Engineering Entrepreneurship. Dr. Matson originated and started up two companies: Matson and Associates Inc. (matson-associates.com) and Envinity Inc (envinity.com). which employ thirty-five professionals in State College. He has written an number of books on innovation and expert witnessing; and has current five patents involving environmental processes and products.

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Starting up a business involves creatively coming up with many ideas, sorting out the most promising ones, testing prototypes, and launching the enterprise. The process involves an incredible number of failures. The book sets out a philosophy of intelligent fast failure (IFF) in which each failed attempt provides knowledge that can quickly result in new ideas, and so on. Each failure is a knowledge building block in fully understanding how to become successful. The IFF model is applied to a number of case studies so that the reader is constantly introduced to how successful businesses are launched and how businesses can ultimately fail. The IFF philosophy can be applied more broadly to all forms of human endeavor that require new, innovative, and radical solutions.

- Sales Rank: #460154 in eBooks
- Published on: 2013-08-21
- Released on: 2013-08-21
- Format: Kindle eBook

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6 of 6 people found the following review helpful.

Failure is essential to innovation

By Sarah Gingrich

Before I read Jack Matson's book, I felt that innovation was a term very foreign to me and something that I could never really do, perhaps because it was too risky. He does a wonderful job breaking it down so that anyone can understand what it means to innovate and how to utilize failure to get ahead. I now realize that innovation is something that I use in my life without even thinking about it. He introduced many concepts to enhance my innovation techniques and now that I have followed his advice, I found that I accomplish more. So far I have passed this book onto many of my friends and they, in turn, have passed it along to others, including CEOs of companies. Make the time to read this book, it will change your perspective on everything!

10 of 12 people found the following review helpful.

Terrible typesetting

By A

The book may be ok, but it's extremely difficult to take it seriously with the awful text issues. At least one on every page. Ones in place of Ls, just completely wrong words, like "big" instead of "had", misspellings, etc. This is either a format conversion gone bad or a serious case of poor or nonexistent proofreading. Difficult to read. Also, the author could use some instruction on the use of commas, unless their frequent omission is also a result of the awry conversion. Other punctuation is missing, so that is possible. Two stars because so far the content seems to be ok, when I can focus on it.

2 of 2 people found the following review helpful.

An enhancement of 'The Art of Innovation: Using Intelligent Fast Failure' by the same author!

By Lee Say Keng

In reality, this is an enhancement of 'The Art of Innovation: Using Intelligent Fast failure' by the same author. The latter was originally published in 1991 by The Penn State University (The Leonard Center for Innovation & Enhancement of Engineering Education).

I had read it enthusiastically (I got it directly from the author) during the early 90's when I felt, as a mechanical engineer by training, I could relate readily to the author's teaching philosophy. I also felt that the author's unique concept of experimenting with creativity would empower me to go forward & experiment with other aspects of my life - research, consultancy, training, coaching & personal hobbies. I then moved on, with further inspirations from other authors/books, to establish a strategy consultancy business, run a newsletter as well as operate a small retail outlet in early 1992.

To this day, I still think that this is an excellent book about creativity & innovation in action. It is based on the author's personal experiences in exploring creativity & innovation with some six hundred students who took his 'Failure 101' course at the university. His premise in the book is this: "No issue is more important to the engineer, or entrepreneur, than intelligent failure." He has taught students to unlearn years of practising risk aversion, stressing the connection between creativity & risk. He has encouraged them to realise that failure is essential in developing design skills & judgement.

I strongly recommend reading this book if you are serious about wanting to learn how to manage failure & to develop an appetite for risk in your life &/or your work.

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