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Persistent Forecasting of Disruptive Technologiesâ"Report 2
If You Really Want to Change the World

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Persistent Forecasting of Disruptive Technologiesâ"Report 2
Harvard Business Review Press

Create a world-changing venture. Silicon Valley's latest trend for creating new ventures is based on trial and error: test market needs with new product concepts and a minimum amount of capital, expect that the product may not meet the market need, so fail fast and try another product with the hope that a product-market fit will eventually emerge. But this fail fast, step-and-pivot philosophy is like taking a random walk in the forest without a compass. *If You Really Want to Change the World* is about helping entrepreneurs find true north. Henry Kressel and Norman Winarsky—technologists, inventors, and investors with stellar track records—provide a guide for those who wish to create a market-leading company that will have a real impact: a disciplined and staged approach they have used to launch, invest

in, and develop scores of highly successful companies. *If You Really Want to Change the World* leads entrepreneurs through the critical stages of venture development, from concept to acquisition or public offering to maintaining a rich culture of innovation in the company. It is a guide by innovators for innovators, with approaches that are practical and timeless. Drawing on the authors' experiences as well as those of their partners from around the world, Kressel and Winarsky share the stories of their triumphs and misses, demonstrate their method in action, and inspire their readers in the process. There are more opportunities now than ever before to build breakthrough companies that touch millions of lives. If this is your goal, let this book be your guide to creating world-changing ventures.

If You Really Want to Change the World National Academies Press
The term "disruptive technology" describes a technology that results in a sudden change affecting already established technologies or markets. Disruptive technologies cause one or more discontinuities in the normal evolutionary life cycle of

technology. This may lead to an unexpected destabilization of an older technology order and an opportunity for new competitors to displace incumbents. Frequently cited examples include digital photography and desktop publishing. The first report of the series, *Persistent Forecasting of Disruptive Technologies*, discussed how technology forecasts were historically made, assessed various existing forecasting systems, and identified desirable attributes of a next-generation persistent long-term forecasting system for disruptive technologies. This second book attempts to sketch out high-level forecasting system designs. In addition, the book provides further evaluation of the system attributes defined in the first report, and evidence of the feasibility of creating a system with those attributes. Together, the reports are intended to help the Department of Defense and the intelligence community identify and develop a forecasting system that will assist in detecting and tracking global technology trends, producing persistent long-term forecasts of disruptive technologies, and characterizing their potential impact on future U.S. warfighting and homeland defense capabilities.