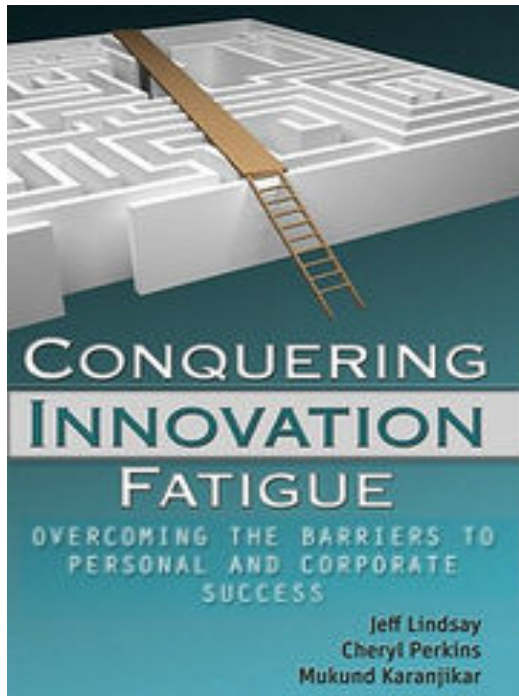


A new book on innovation, entrepreneurship, and strategy:

## Conquering Innovation Fatigue

***Overcoming Barriers to Personal and Corporate Success***

by Jeffrey Dean Lindsay, Cheryl Perkins, and Mukund Karanjikar  
(published by John Wiley & Sons, 2009)



*Conquering Innovation Fatigue* is for inventors, entrepreneurs, researchers, strategists and leaders seeking success through innovation. It reveals the sometimes hidden barriers—nine major “innovation fatigue factors”—that can block the path to innovation success, and shows how to face them.

*Conquering Innovation Fatigue* takes a unique personal look at the challenges innovators face in their journey, invoking the metaphor of immigrants in a strange land facing barriers at multiple levels. By drawing upon original case studies of success and advances in innovation theory and practice—many presented here for the first time—the authors show how innovation can be energized to conquer innovation fatigue. Insights are provided that can strengthen intellectual asset strategy, guide business strategy, help build cultures of innovation, and give individuals a roadmap to get past the maze of innovation fatigue factors.

*Conquering Innovation Fatigue* will teach you how to:

- Recognize and overcome the nine major innovation fatigue factors.
- Make the right connections to bring innovation to the marketplace.
- Avoid unintended innovation-killers resulting from corporate policies and actions.
- Exploit low-cost intellectual assets (not just patents!) to increase the odds of success with disruptive innovation, or reduce the risk of competitive disruption.
- Turn the problematic “innovation funnel” upside down to create more efficient, targeted innovation using the new “Horn of Innovation™” paradigm—a music-inspired model that makes better use of innovator skills and business strategy.
- Tap the innovation power of Da Vinci (but probably not the Da Vinci you know!) with “Da Vinci in the Boardroom.”

*Conquering Innovation Fatigue* is written by Jeff Lindsay, Cheryl Perkins, and Mukund Karanjikar, who draw upon decades of innovation experience over a wide span of personal and professional situations. That experience, combined with lessons from many other inventors, entrepreneurs, and global experts, provides rich treasures of knowledge and insight in this book to help you better navigate the path to innovation success.

## **Advance Praise for *Conquering Innovation Fatigue***

“*Conquering Innovation Fatigue* is like no other innovation book you have ever read. The ideas are new, amazingly fresh and practical—I will ask all my clients to read this book because like me, I believe they also want to get to the future first. The authors know what they are talking about. They have recreated their unique innovation knowledge, experience and insight into a practical 21st century guide that will take you on a remarkable journey. This is a book that is desperately needed in the industry.”

– Dr. Kobus Neethling, President of the South African Creativity Foundation and best selling author of more than 80 books.

---

“*Conquering Innovation Fatigue* provides practical advice and fresh perspective on overcoming barriers to successful innovation. Understanding the nine major fatigue factors and applying the energizing factors in this book should help corporations improve the return on their innovation investments.”

– Beth Springer  
Executive Vice President  
The Clorox Company

---

“Innovation is hard, exhausting work. Lindsay, Perkins, and Karanjikar understand this, and have identified a number of ways to overcome innovation fatigue. This book will help innovators develop the staying power they must have to get their innovations all the way from inception into the market.”

– Henry Chesbrough, Adjunct Professor and Executive Director of the Center for Open Innovation at the Haas School of Business at UC Berkeley.

---

“I enjoyed this book! It provides a compendium of stories about the diverse set of individuals who must collaborate to make innovation successful. Some tales are uplifting, some discouraging, some challenging—but all are enlightening. Inventors, innovation managers, business leaders and policy makers can each read this book and gain a deeper insight into their own role and that of the other participants in making innovation happen.”

– Dr. Miles P. Drake, Senior Vice President, R&D, and Chief Technology Officer, Weyerhaeuser Company

---

“Essential reading for those with ideas that deserve to go to market. This book was written by experienced travelers of the difficult roads going from concept to commercial reality. It teaches us how to anticipate and avoid roadblocks and detours, leading the way to personal and corporate success.”

– E.J. (Woody) Rice, retired, former President of the Institute of Paper Science and Technology (Atlanta, GA) and former Group Vice President, Hercules, Inc.

---

“A must for any CEO who wants to drive change and introduce winning technology.”

– Robert van der Merwe  
Chairman, President and Chief Executive Officer of Checkpoint Systems, Inc.

---

From the Foreword:

“In *Conquering Innovation Fatigue*, Lindsay, Perkins & Karanjikar take a unique approach to highlight what we can learn from the metaphor of innovators as immigrants who must overcome many new barriers and challenges in their journey to business success. By drawing upon case studies, they tell stories of success and advances in innovation - and how to turn the drain of fatigue into creative energy to be captured by individuals and organizations.

“If innovation were easy, we wouldn’t be talking about it. This book challenges the reader to look at the role they play in the innovation process. Whether you are an inventor, a corporate leader or a policy maker, there are practical examples on how the role you play will either amplify or dampen innovation. There are recommendations that you can implement immediately. For corporate leaders and policy makers, it reminds us to listen to the neglected voice of the innovator. By beginning with targeted innovation inspired by the right strategy and enabled with the right minds—we can breathe life into innovation for our company—or our nation.

“In this book, you will find useful tools to guide you through the steps you need to take to inspire, nurture and energize your innovation efforts—be they personal, corporate or national.”

– Jean E. Spence  
Executive Vice President  
Research, Development & Quality  
Kraft Foods

---

*Conquering Innovation Fatigue* is available at Amazon (see <http://tinyurl.com/nofatigue>) and is supported by the blog at <http://InnovationFatigue.com>. The authors can be contacted via <http://www.innovationfatigue.com/contact/> or directly via [jlindsay@innovationedge.com](mailto:jlindsay@innovationedge.com), [cperkins@innovationedge.com](mailto:cperkins@innovationedge.com), or [mukund.karanjekar@gmail.com](mailto:mukund.karanjekar@gmail.com).