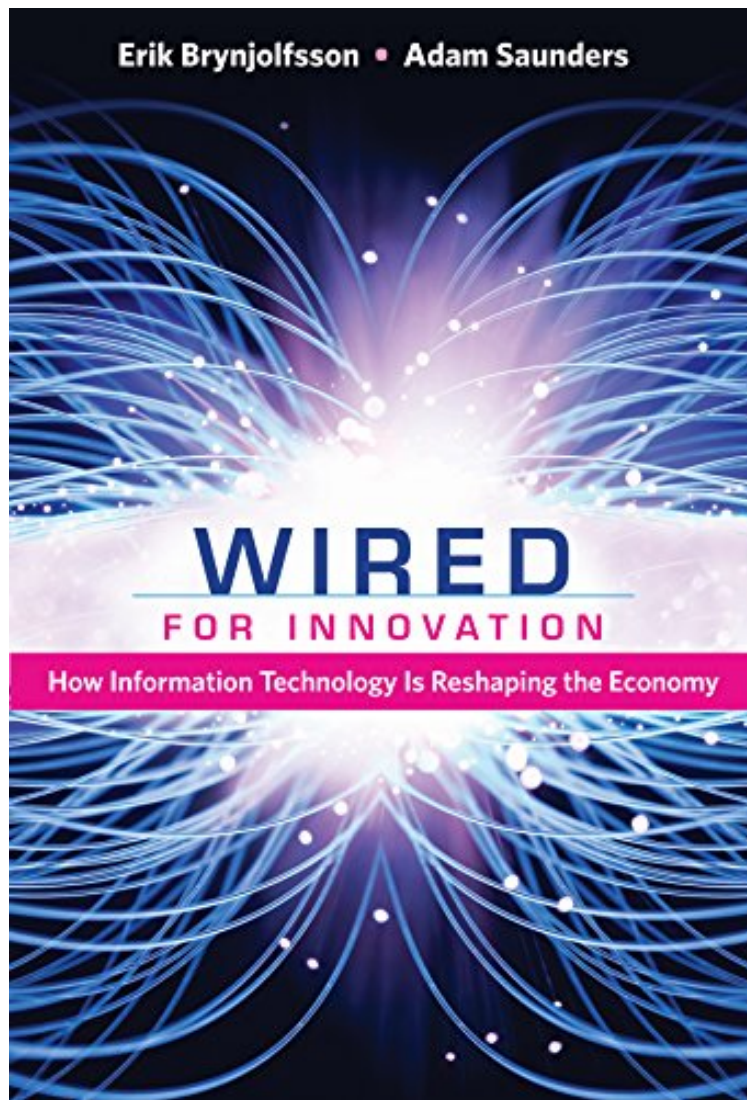


(Download free pdf) **Wired for Innovation: How Information Technology Is Reshaping the Economy** (MIT Press)

Wired for Innovation: How Information Technology Is Reshaping the Economy (MIT Press)

Erik Brynjolfsson, Adam Saunders
*ePub | *DOC | audiobook | ebooks | Download PDF*



#1161486 in eBooks 2009-09-11 2009-09-11 File Name: B0032JTDRC | File size: 66.Mb

Erik Brynjolfsson, Adam Saunders : Wired for Innovation: How Information Technology Is Reshaping the Economy (MIT Press) before purchasing it in order to gauge whether or not it would be worth my time, and all praised **Wired for Innovation: How Information Technology Is Reshaping the Economy (MIT Press)**:

11 of 11 people found the following review helpful. **Wired for Innovation** is more wired for academics and not innovation. By Mark P. McDonald. Erik Brynjolfsson and Adam Saunders tackle the issue of information technology's impact on the economy in this book. The book's title is misleading, as this book is NOT about innovation, so people

looking to read up on the subject should give this book a pass. Instead this book is intended to "provide a guide for policy makers and economists who want to understand how information technology is transforming the economy ..." page 11. Information and IT in the economy is a complex and difficult subject and the authors provide a comprehensive view of the issue and where it stands from the perspective of academic research. This book is a good at covering the history of academic research on the topics of IT's contribution to the economy, measuring information in the economy, organizational capital and the like. Recommended for readers who are comfortable reading academic research on macroeconomics, as I believe this is the intended audience. The 128 pages are well written and I was able to read the book on two short haul airline flights. As a book looking to straddle the economic and business world, the authors do a good job. The book centers on a 'study of studies' than offering a new hypothesis and supporting research. As a study of studies, the book seems comprehensive and does a good job of bringing in a range of research publications. There are a few things missing, for example David Teece's work on Dynamic Capabilities. One weakness is that the book relies on 16 articles authored by Erik Brynjolfsson, by far the most commonly cited author. As a business or strategy book, *Wired for Innovation* has some significant shortcomings. First the title is misleading; the book does not talk about innovation and cannot be recommended as an innovation book. The book is concerned with macro economic issues such as measuring IT, information and intangible goods in calculating GDP rather than focusing on individual firms. This requires the reader look hard between the lines to begin to draw information and ideas that would be applicable to any one company. The book does contain some thought provoking data and the description of economic issues is clear, but I found myself glad I had a background in economics while reading the book. Non-economists will get value from the book, but they will often have to step back and translate the author's intent into their experience and knowledge to have it make sense. In the end this is a good book that bridges the academic and macro business community. There are other policy oriented books that offer more insight and impact such as Zittrain's "The Future of the Internet and How to Stop It" or Beckler's "The Wealth of Networks". Four stars as an academic/economic book, three stars as a business oriented book and three stars overall. I am glad I read the book and I have many notes in the margin, but that is more from taking an economic outlook rather than one as a business executive looking to understand the role and value of information and IT in their firm and the economy. 8 of 9 people found the following review helpful. Fascinating -- shows where the "dark matter" of Productivity comes from. By Bill Brynjolfsson and Saunders have written a short, easy to read but cogent explanation of the mysterious productivity increase arising from IT. The book was intended to illuminate strategy and it did just that. They discuss at length how the IT revolution had to be merged with equivalent business processes before the value could be realized. Both IT and procedural changes are necessary. Organizational capital, not shown on the balance sheet, accounts for a great deal of productivity. I particularly liked the "seven pillars of the digital organization." Some firms get extraordinary value out of IT; others, spending just as much money, do not. Another point stressed is that a dollar of IT assets, with appropriate training, support and organizational change, can provide far more value than a dollar spent on plant and equipment. The author's assertions are backed up by copious hard dollar examples as well as references in the literature. If you are a fast reader, you can cover the material in 3-5 hours. This is a real contribution to the IT and business literature. Bill Yarberry, Houston Texas 0 of 0 people found the following review helpful. Five Stars. By Planckscale Shows you how to identify the intangible value of IT, whether in business or in everyday life.

A wave of business innovation is driving the productivity resurgence in the U.S. economy. In *Wired for Innovation*, Erik Brynjolfsson and Adam Saunders describe how information technology directly or indirectly created this productivity explosion, reversing decades of slow growth. They argue that the companies with the highest level of returns to their technology investment are doing more than just buying technology; they are inventing new forms of organizational capital to become digital organizations. These innovations include a cluster of organizational and business-process changes, including broader sharing of information, decentralized decision-making, linking pay and promotions to performance, pruning of non-core products and processes, and greater investments in training and education. Innovation continues through booms and busts. This book provides an essential guide for policy makers and economists who need to understand how information technology is transforming the economy and how it will create value in the coming decade.

Brynjolfsson and Saunders have written an important roadmap for future technology innovation. Anyone interested in the business and economics of information technology should read this book. (Chris Anderson, Editor in Chief, *Wired Magazine*, author of *Free: The Future of a Radical Price*) If you want to read just one book on digital economy, *Wired for Innovation* should be it. This easy-to-read, yet comprehensive and analytical handbook provides essential insights for understanding how and why information technology is transforming business and the economy. Anyone reading this book will come away understanding just how important and transformative the IT revolution has been, and will be in the future. (Robert D. Atkinson, President, Information Technology and Innovation Foundation, author of *The Past and Future of America's Economy*) This is the answer CIOs have been waiting for, scientific proof of the productivity and competitive advantage gained by investments in IT. (Leo Apotheker, CEO, SAP) Compact and insightful, *Wired*

for Innovation provides a synthesis of the research on econometric analyses of information and communication technologies (ICT) that bear on organizational and industrial productivity. (Steve Sawyer Journal of the American Society for Information Science and Technology) If e-business had an oracle, Erik Brynjolfsson would be anointed. (Business Week) About the Author Erik Brynjolfsson is Schussel Family Professor at MIT's Sloan School of Management and Director of the MIT Center for Digital Business. He is the coeditor of Understanding the Digital Economy: Data, Tools, and Research (MIT Press). Adam Saunders is a PhD. candidate in the Information Technologies Group at the Sloan School. Adam Saunders is a Lecturer in the Operations and Information Management Department at The Wharton School, University of Pennsylvania, and a PhD candidate at MIT's Sloan School of Management.