



# **Clusters of Creativity: Enduring Lessons on Innovation and Entrepreneurship from Silicon Valley and Europe's Silicon Fen (Society of Chemical Industry)**

*Rob Koepp*

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"An innovative book for an innovative topic." Charles Hampden-Turner

Like the subject matter it covers, *Clusters of Creativity* is innovative and original. It breaks with popular interpretations of Silicon Valley and similar regions, which range from the hyperbolically laudatory to the contemptuously dismissive, and takes a critical, objective look at the lessons that these locations provide about innovation and entrepreneurship.

Readable, yet rigorous in its analyses, the book provides a practical and balanced set of perspectives on how the powers of business creativity are fostered and sustained. It focuses not so much on the generations of high technologies but on the motivations and strategies of business leaders who turn revolutionary innovations into commercial realities. *Clusters of Creativity* demystifies the many enigmas that surround two leading capitals of the modern global economy, providing insights on managing innovation and entrepreneurship that are both eye-opening and broadly applicable to all organizations and industries.

*Clusters of Creativity* will challenge assumptions, dispel myths, enlighten, inspire, and generally provoke thought. In an age where technology and hyperbole frequently go hand-in-hand, the book's well-founded insights are all the more refreshing and important.

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