

THE TOP TEN TRENDS SHAPING THE INNOVATION ECONOMY

- 1.** The Innovation Economy, a new convergence of economics, democracy, trade, and technology, will determine the future leadership of nations, productivity of business, and wealth of individuals.
- 2.** The mantra of the Innovation Economy is “free minds, free markets, free enterprise.” This offers the greatest prosperity-creating opportunity in the history of civilization.
- 3.** The Innovation Economy represents the largest future threat or opportunity for your career or business—depending on whether or not you prepare for it.
- 4.** Bits, atoms, neurons, and genes are the new Building Blocks of the Innovation Economy. People and organizations that know how to leverage them will benefit.
- 5.** Breakthrough innovations in the Four Power Tools—IT and networks, biotech, nanotech, and neurotech—will create widespread global prosperity.
- 6.** Individuals and organizations must quickly develop strategies for the Innovation Economy—before their competition does.
- 7.** Now is the time to invest fast in people, technology, ideas, collaborations, products, and services that will build the Innovation Economy.
- 8.** The education system is broken and must be reinvented to prepare nations, organizations, and individuals to compete in the emerging Innovation Economy.
- 9.** The Innovation Economy will become a potent force for global poverty reduction, borderless commerce, and democratic reforms.
- 10.** Knowledge, the power of creative ideas, is the currency of the Innovation Economy.