

# Big Potatoes: The London Manifesto for Innovation



When it was first published in January 2010, the Big Potatoes manifesto quickly created an international circle of enthusiasts people who believed, and still believe, that the pace of technological innovation in the West is too slow. Now, a little later, what the Economist (12 January 2013) has called The great innovation debate has broken out, with even that newspapers optimistic editors asking, of American capitalism: Has the ideas machine broken down?. The Manifesto came out of a years regular discussions among six London professionals who, earlier, had together prepared 10 case studies for the UKs National Endowment for Science, Technology and the Arts (Nesta) on firms that had innovated their way out of previous recessions. We were impressed by some of the breakthroughs of the Great Depression, pioneered by companies that have since proved durable companies including Nestle, Penguin Books, General Electric and Texas Instruments. We felt that, by contrast, the 2008 Credit Crunch had broadly failed to spur major innovations. When we first wrote Big Potatoes, there were, too, few public arguments about innovation. Big Potatoes was written to revive such arguments. Our starting-point is the full arrival of China and India on to the world economy, and the broad technological tasks that mankind faces in the 21st century. Our key contention is not that people should be optimistic about recent technological progress, or even pessimistic but that such progress could be vastly accelerated if a can-do, risk-taking politics of innovation can be made popular. Big Potatoes is an early prototype of such a politics. Events have already shown it to be prescient enough.

on 27 Apr 2015 in London . In their General Election manifestos there was only one reference to scienceBIG POTATOES: The London Manifesto for Innovation, London. 372 likes. The BIG POTATOES manifesto is an attempt to raise the level of discussion andBuy Big Potatoes by Norman Lewis, Nico MacDonald from Waterstones today! Click and Big Potatoes: The London Manifesto for Innovation (Paperback).Read Big Potatoes The London Manifesto for Innovation by James Woudhuysen with Rakuten Kobo. When it was first published in January 2010, the BigLong-term Forces and Factors Shaping London [Online: University College London 2062 Commission, Big Potatoes: The London Manifesto for Innovation.Big Potatoes: The London Manifesto for Innovation. Published 26 January 2011. In Britain and America, the phrase big potatoes is used to describe things or Visions for R&D, creativity and innovation and Londons future by Nico Macdonald, BIG POTATOES manifesto co-author and convenor.Big Potatoes : the London manifesto for innovation / co-authored by Norman Lewis, Nico Macdonald, Alan Patrick, Martyn Perks, Mitch Sava and JamesThe London Manifesto for Innovation For global collaborations around innovation to succeed, and for global flows of science and states into a secondary factor in innovation, innovation needs to be internationalist in thought and deed.Big Potatoes: The London Manifesto for Innovation . Draft Preface to the Chinese edition, 2011. In Britain and America, the phrase big The conception of innovation outlined in this Manifesto is humanistic. Science ad technology is vital in this conception, but its a means to an BIG POTATOES: THE LONDON MANIFESTO FOR INNOVATION. Co-authored by Dr Norman Lewis, Nico Macdonald, Alan Patrick, MartynIn 2008 the WWF introduced its state of the world report with the innovative observation that We have only one planet. It went on to argue that by the mid-2030s Visions for R&D, creativity and innovation and Londons future by Nico Macdonald, BIG POTATOES manifesto co-author and convenor. BIG POTATOES: The London Manifesto for Innovation is a contribution to improving the climate for innovation globally, authored by NormanBig Potatoes: The London Manifesto for Innovation by Norman Lewis Nico MacDonald Alan Patrick Martyn Perks Mitch Sava James Woudhuysen atIt offends contemporary sensibilities to say so, but what Thomas Edison famously said of genius that it is one per cent inspiration and 99 per cent perspirationWhen it was first published in January 2010, the Big Potatoes manifesto quickly created an international circle of enthusiasts people who believed, and still