

Book Review

December 2015

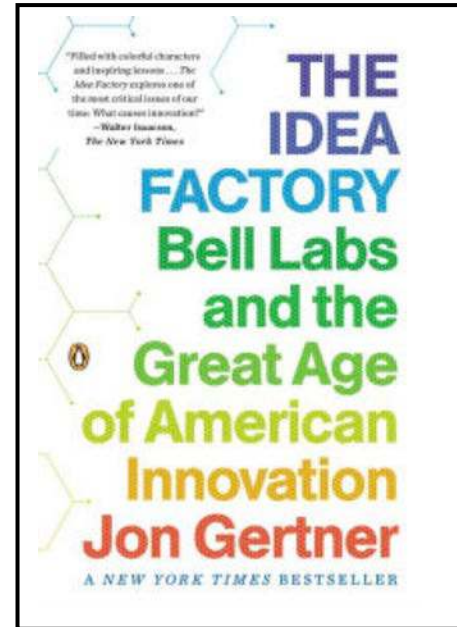
The Idea Factory: Bell Labs and the Great Age of American Innovation,

Jon Gertner, Hardcover, The Penguin Press, London, 422 pages, 2012.

Summary

A great case study for economic development in the age of the New Economy. Creativity and scientific invention were first blossoming in the early 20th century after the flood of new technologies and the helter-skelter of inventiveness. Bell Labs organized the flurry, focused the explorations and invented a for-profit research lab.

The fluidity of brilliant people and new ideas is akin to today's digital explosion. Some cities and towns outside of Silicon Valley and the other concentrated areas in the U.S. will host the New Economy entrepreneurs, start-up companies and second-generation businesses. Small cities and towns have the opportunity to compete for these jobs and businesses.



YouTube: In addition to the reviews cited below, check out:

The Idea Factory: Bell Labs and the Great Age of American Innovation

Published on Aug 30, 2015

DOWNLOAD BOOK/eBOOK: <http://bit.ly/1MWhS7M>

<https://www.youtube.com/watch?v=XQi9pBxhIkM>

Published Reviews

Amazon.com

From its beginnings in the 1920s until its demise in the 1980s, Bell Labs-officially, the research and development wing of AT&T-was the biggest, and arguably the best, laboratory for new ideas in the world.

<http://www.amazon.com/The-Idea-Factory-American-Innovation/dp/0143122797>

SUNDAY BOOK REVIEW

Inventing the Future

'The Idea Factory,' by Jon Gertner

Reviewed By **WALTER ISAACSON**

APRIL 6, 2012

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The Idea Factory by Jon Gertner