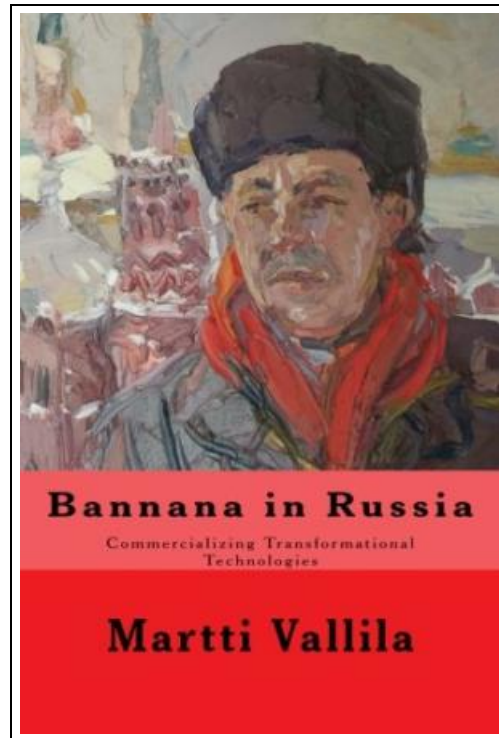


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BANNANA IN RUSSIA: COMMERCIALIZING TRANSFORMATIONAL TECHNOLOGIES



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Createspace. Paperback. Condition: New. This item is printed on demand. 292 pages. Dimensions: 9.0in. x 6.0in. x 0.7in. Russia is the last untapped source of potentially disruptive technologies. Its history as a closed, alternate society, in the days of the Cold War, fed an insular culture. Soviet science proved its capabilities dramatically with the launch of sputnik. Sakharov developed an original design for a Hydrogen bomb. The alternate universe no longer exists. The world is connecting, thanks to a web whose commercial origins can be traced to Silicon Valley. The Valley is on the lookout for the next big thing. Where might it come from Consider Russia. Many clever Russians left in the 90s, and can today be found throughout the world solving the most complex technical problems for companies like Intel and Google. When Russia first opened in 1991 the only alternative available to Russians interested in launching their ideas into the global village was to immigrate. Many did. Today other options exist, thanks to the Internet and world wide web. Transformational technologies often emerge from new perspectives. There are probably more untapped new perspectives hidden in Russia then anywhere else. Why A combination of two facts: (1) Russians have access to the worlds technologies thanks to the Wests openness. They are up to date. (2) Russians do not trust their government to protect their interests, and thus keep brilliant ideas to themselves. Soviet society did not recognize private property. Intellectual Property protection is fundamental to value creation and innovation. The Russian government speaks about the need to modernize, to advance beyond its historic reliance on raw materials to fuel its economy. Skolkovo, Russias attempt to duplicate Silicon Valley in a park near Moscow, suffers from an unspoken truth: it is not trusted by those with trully brilliant ideas. I...



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