

Thoughts from Abroad!

Letter from Stanford, June 2010

The Innovation Journalism Conference

I participated at the Innovation Journalism Conference here at Stanford. There was a round-table-discussion about electrical cars which was very interesting especially since I'm looking at tools for foresighting. There was also a panel discussion about journalism vs. intellectual property protection which was very interesting. Especially since there is a lot of talk around here about the Iphone prototype that apparently was found at a bar and sold...



Presentation of article at IPDM Conference in Murcia and at Stanford

I also attended the International Product Development Management Conference (IPDMC) in Murcia, Spain, where I presented the article that I wrote recently on measuring innovation capability. This conference consisted of picking and choosing among several different presentations for two days.

I first presented my article here on Design X at CDR and got about an hour of questions and comments which was great! I liked that everyone got so involved in my research for a while and took their time to give feedback. It also made me a lot more confident when presenting at the IPDM conference.

Wrapping up

I am just about to leave Stanford and go back home to Sweden. I have REALLY enjoyed my stay here at CDR. Stanford (and Silicon Valley) is an inspiring place to be. It has been very easy to get to know people and a lot of things seem to be happening all the time. I have learned a lot and I have met many interesting people.

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