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Abstract No. 11 - The Allure of the New

By Simone Achermann

NZZ Libro Sep 2013, 2013. Taschenbuch. Condition: Neu. Neuware - Innovation is thought of as the prerequisite for economic growth and prosperity. Our striving for constant renewal leads to the assumption that we are living in a Golden Age of innovation. It's true that a constant stream of new products is being launched on the market. However, quite a few of the things promoted to us as pioneering breakthroughs are mere pseudo-innovations existing products polished up by a bit of marketing. Innovation has degenerated into a buzzword. What it is, or how it can be measured, escapes our knowledge. And how to create it by targeted means is quite beyond us. It's time, then, to examine the allure of the new and the myth of innovation critically, but foresightedly. How do we arrive at genuine innovation? What can be described in those terms? What can countries and companies do to support the breakthrough of innovations that will bring progress to a society that rejects them, possibly out of idleness? What role does regulation play in innovation? How can interior design stimulate our creativity? How many types of creativity are there? And what is the current retro-chic in society...

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