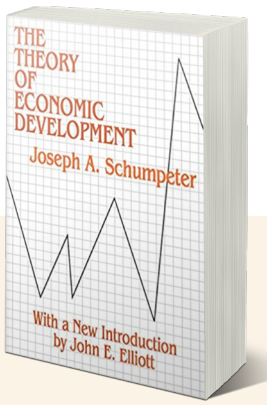
BOOK RECOMMENDATIONS

Translated version

Science, technology, and innovation management

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Capability creation in science, technology, and innovation management is one of the central vectors for generating current and sustainable competitiveness in the long term. This holds true from the point of view of the company and sectors of the economy, regions and countries as well. Therefore, an in-depth understanding of the relevance of this theme is central to business administration practice and research. Some special interest subjects in these approaches include the role of the entrepreneur, the evolutionary dynamics of firms and technologies, the role of the state as a central entity for innovative systems, and the respective processes of knowledge dissemination in the scope of productive structures. The books presented here offer contributions to this debate. The books presented here by **Bruno Brandão Fischer**, professor of Unicamp, offer contributions to this debate.



THE THEORY OF ECONOMIC DEVELOPMENT: An inquiry into profits, capital, credit, interest, and the business cycle

Joseph A. Schumpeter. New Brunswick, New Jersey, USA: Transaction Publishers, 2012. 255 p.

Probably the most influential work of its genre, in a seminal piece of extraordinary conceptual and theoretical inspiration, Schumpeter places the entrepreneur as a paramount agent in the processes of change for productive structures, taking risks and promoting new combinations that allow qualitative advances in economic systems. In turn, such evolutionary processes alter the patterns intrinsic to the circular flows of the economy, especially those with strict quantitative characteristics.



UMA TEORIA EVOLUCIONÁRIA DA MUDANÇA ECONÔMICA (AN EVOLUTIONARY THEORY OF ECONOMIC CHANGE)

Richard R. Nelson and Sidney G. Winter. Campinas, São Paulo, Brazil: Unicamp Publishing House, 2005. 631 p.

This book introduces the genesis of evolutionary economic thought, and is part of a systematic critique of neoclassical economic models. It addresses—with striking detail—the distinguishing behaviors of companies, in terms of innovation development, and their respective impacts, in terms of competitive standards, search and selection of technological alternatives, existence of productive routines, and effect of organizational hysteresis in the face of changes in the competitive environment.



GESTÃO DA INOVAÇÃO: A economia da tecnologia no Brasil (INNOVATION MANAGEMENT: The technology economy of Brazil)

Pablo Bastos Tiger. Rio de Janeiro, Rio De Janeiro, Brazil: Elsevier, 2014. 296 p.

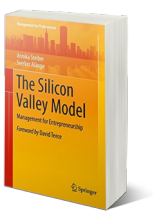
In its first part, this book offers a historical retrospect of facts and events critically relevant to the understanding of the evolutionary process of productive systems based on industrial revolutions. In its second part, it presents the relationship between innovation and competitiveness in the dynamics of economic systems. It concludes, in its third part, with classic and emergent themes on innovation management in companies.



O ESTADO EMPREENDEDOR: Desmascarando o mito do setor público *vs.* setor privado (THE ENTREPRENEURIAL STATE: Debunking public vs. private sector myths)

Mariana Mazzucato. São Paulo, São Paulo, Brazil: Portfolio-Penguin, 2014. 314 p.

In this provocative work, Mariana Mazzucato discusses the role of government initiatives in structuring science, technology, and innovation systems, and engaging in stages of development that would hardly be satisfied by private initiative. In turn, such activities feed the corporate environment with new technology and applications, modifying the competitive landscape. The book has abundant examples, and especially highlights Apple's case as an emblematic illustration of Mazzucato's proposal.



THE SILICON VALLEY MODEL: Management for entrepreneurship

Annika Steiber and Sverker Alänge. New York, New York, USA: Springer, 2016. 171 p.

This book reports the authors' research experiences in large Silicon Valley corporate environments, such as Google, LinkedIn, Facebook, and Tesla. Based on observations and interviews, the authors identify aspects of the organizations' flexible management and encouragement of an enterprising spirit as sources of competitiveness. Critiques of traditional organizational and bureaucratic models are voiced, with implications for companies beyond the intensive technological sectors.

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