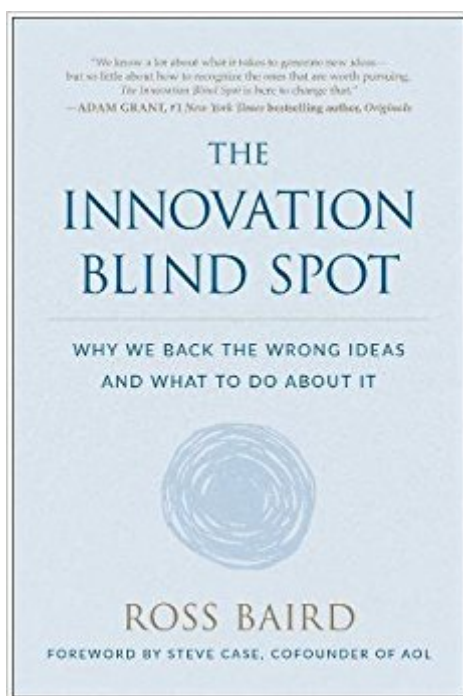


The book was found

# The Innovation Blind Spot: Why We Back The Wrong Ideas, and What To Do About It



## Synopsis

Our innovation economy is broken. But there's good news: The ideas that will solve our problems are hiding in plain sight. While big companies in the American economy have never been more successful, entrepreneurial activity is near a 30-year low. More businesses are dying than starting every day. Investors continue to dump billions of dollars into photo-sharing apps and food-delivery services, solving problems for only a wealthy sliver of the world's population, while challenges in health, food security, and education grow more serious. In *The Innovation Blind Spot*, entrepreneur and venture capitalist Ross Baird argues that the innovations that truly matter don't see the light of day for reasons entirely of our own making. A handful of people in a handful of cities are deciding, behind closed doors, which entrepreneurs get a shot to succeed. And most investors are what Baird calls "two-pocket thinkers" — artificially separating their charitable work from their day job of making a profit. The resulting system creates rising income inequality, stifled entrepreneurial ambition, social distrust, and political uncertainty. Our innovation problem makes all our other problems harder to solve. In this book, Baird demonstrates how and where to find better ideas by lifting up people, places, and industries that are often overlooked. What's more, Baird ultimately outlines how to create long-term success through "one-pocket thinking" — eliminating the blind spot that separates "what we do for a living" and "what we really care about."

## Book Information

Hardcover: 240 pages

Publisher: BenBella Books (September 12, 2017)

Language: English

ISBN-10: 1944648615

ISBN-13: 978-1944648619

Product Dimensions: 5.9 x 0.9 x 8.3 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #51,570 in Books (See Top 100 in Books) #19 in Books > Business & Money > Finance > Corporate Finance > Venture Capital #103 in Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises

## Customer Reviews

“Ross Baird is on a mission . . . [He is] working to empower communities around the country to invest for impact.”

• Devin Thorpe, *Forbes*

“For the past seven years, Baird has been doggedly finding and developing successful businesses in downtrodden places.”

• Bloomberg Businessweek

“We know a lot about what it takes to generate new ideas but so little about how to recognize the ones that are worth pursuing. The Innovation Blind Spot is here to change that. It’s a terrific read, with vivid data and memorable examples to help you stop betting on flops and spot the hits hiding right under your nose.”

• Adam Grant, New York Times bestselling author of *Originals* and *Give and Take*

“Every entrepreneur with a great idea should have a fundamental right to start a business. But today, far too many barriers in society prevent the best people from competing. In this book, Ross outlines compelling strategies to find the best innovations no matter where they are.”

• Wendy Guillies, president and CEO, Ewing Marion Kauffman Foundation

“In this time of seismic shifts, our businesses, our governments, and our communities need to work together for our society to succeed and we need new ideas to get there. Baird identifies the outliers that no one’s betting on, and compellingly outlines how we can bring them into the mainstream.”

• Governor Deval L. Patrick, managing director, Bain Capital Double Impact

“Every single city and community has the power to change the world. But to realize that power, we have to find the ideas and entrepreneurs that people aren’t paying attention to. In *The Innovation Blind Spot*, Ross shows us how to do just that.”

• Brad Feld, cofounder, Foundry Group, and author of *Startup Communities*

“There’s a myth that the innovation economy is a meritocracy, but unfortunately your background and your network still play a huge role in success. Ross makes a compelling case for how we can access the untapped potential in our innovation economy.”

• Donna Byrd, founding publisher of *The Root* and vice president of Digital Media at Univision Communications

“If you’re interested in understanding the root causes of why the American economy isn’t working, read *The Innovation Blind Spot*. Ross Baird highlights how most people and capital focus on only a couple of industries and a couple of cities and how if we change how we think about solving problems, we can get better results for everyone.”

• Andrew Yang, founder and CEO of *Venture for America* and author of *Smart People Should Build Things*

Ross Baird is an entrepreneur and investor who is best known for finding, developing, and investing

in entrepreneurs in places and industries where most people aren't looking. He founded Village Capital in 2009 and has worked with hundreds of entrepreneurs in over fifty countries since then. He has visited over a hundred cities worldwide by train, plane, and bus in an effort to find new entrepreneurs and help people supporting them, and he and Village Capital have partnered with over twenty Fortune 500 companies to help large institutions uncover new innovations. Before joining Village Capital, Ross worked for a venture capital firm and was on the founding team of four different startups. Ross and his work have been featured by more than fifty media outlets including the New York Times, Bloomberg Business Week, Inc., and FastCompany. He has also lectured in entrepreneurship at the University of Virginia since 2012. He has a MPhil from the University of Oxford, where he was a Marshall Scholar, and a BA from the University of Virginia, where he was a Truman Scholar and a Jefferson Scholar.

[Download to continue reading...](#)

The Innovation Blind Spot: Why We Back the Wrong Ideas and What to Do About It  
Back Stretching: Back Strengthening And Stretching Exercises For Everyone (lower back pain, healing back pain, stretching exercises, back pain treatment, ... pain relief, stretching, back pain Book 1)  
Barking up the Wrong Tree: The Surprising Science Behind Why Everything You Know About Success Is (Mostly) Wrong  
Spot the Bird on the Building Site: Packed with things to spot and facts to discover!  
Blind Spot Blind Spot (RPM Book 1) Robert B. Parker's Blind Spot (A Jesse Stone Novel) Blind Spot (Chesapeake Valor) Blind Spot (Chesapeake Valor Book #3) Blind Spot in the Mind: Lectures on Personal Growth (Search for Reality, Part 7) Nothing to do with Islam?: Investigating the West's Most Dangerous Blind Spot Tremble: Blind Faith? or Just Blind? Blind Allegiance (Viking Romance) (The Blind Series Book 1) My Path Leads to Tibet: The Inspiring Story of How One Young Blind Woman Brought Hope to the Blind Children of Tibet Mistreated: Why We Think We're Getting Good Health Care and Why We're Usually Wrong Foresight for Science, Technology and Innovation (Science, Technology and Innovation Studies) Simplifying Innovation: Doubling Speed to Market and New Product Profits with Your Existing Resources: Guided Innovation What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough ... (Marketing/Sales/Advertising & Promotion) Revolutionizing Innovation: Users, Communities, and Open Innovation (MIT Press) What's Wrong With My Plant? (And How Do I Fix It?): A Visual Guide to Easy Diagnosis and Organic Remedies (What's Wrong Series)

Contact Us

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)