**FURTHER READING**

Smart-home technologies to assist older people to live well at home, by Morris et al. (*Journal of Aging Science*, 2013, 1 (1): 101), concludes that older adults were reported to readily accept smart-home technologies, especially if they benefited physical activity, independence and function and if privacy concerns were addressed. Given the modest number of objective analyses, there is a need for further scientific analysis of a range of smart home technologies to promote community living. You can read the article at [www.omicsonline.org/open-access/smart-home-technologies-to-assist-older-people-to-live-well-at-home-2329-8847.1000101.php?aid=12044](http://www.omicsonline.org/open-access/smart-home-technologies-to-assist-older-people-to-live-well-at-home-2329-8847.1000101.php?aid=12044).

The UK is set to become a world leader in the additive manufacturing (3D Printing) sector by 2025, or post-Brexit! This is what the Additive Manufacturing UK National Strategy 2019–2025 says at least. You can find the full report online here: <http://am-uk.org/project/additive-manufacturing-uk-national-strategy-2018-25/>.

Gartner predicts, 2018: 3D printing changes business models, 75% of aircraft will use 3D printed parts by 2021. A summary of this report makes for interesting reading and can be found online here: [www.3ders.org/articles/20171213-gartner-predicts-2018-3d-printing-changes-business-models.html](http://www.3ders.org/articles/20171213-gartner-predicts-2018-3d-printing-changes-business-models.html).

Reeves and Mendis (2015) have written a report (commissioned by the UK government’s Intellectual Property Office), which addresses some of the key issues: *The Current Status and Impact of 3D Printing within the Industrial Sector: An Analysis of Six Case Studies.* The publication is available from the IPO website ([www.gov.uk/IPO](http://www.gov.uk/IPO)).

Innovations can easily disrupt industries, and sometimes even very large companies fall victim to someone else’s innovation. *The Innovator’s Dilemma: When New Products Cause Great Firms to Fail* by Clayton Christensen (Boston, MA: Harvard Business School Press, 1997) shows how new ideas create big problems.

Following on from this book, Christensen co-authored another with Jeff Dyer and Hal Gregerson. This book, *The Innovator’s DNA: Mastering the Five Skills of Disruptive Innovators* (Boston, MA: Harvard Business School Press, 2011), outlines the traits and behaviours that innovators exhibit – in particular those who come up with the radical ideas that disrupt business for their competitors.

Websites are notorious for disappearing, but this one is great fun provided it is still around when you buy this book: <http://uk.businessinsider.com/biggest-product-flops-in-history-2016-12>. Although it is mainly concerned with brand extensions, it does highlight some fairly appalling new product launches – and although we shouldn’t gloat over someone else’s failure, there are certainly lessons to be learned here.

*The Art of Innovation: Success Through Innovation the IDEO Way*, by Tom Kelley (with Jonathan Littman) (London: Profile Books, 2001), describes techniques for becoming more innovative. It is written entirely from a practitioner’s viewpoint: Kelley is the co-founder of an innovation and design company, and outlines how the firm brainstorms for ideas (including how *not* to manage a brainstorming session).

*The Effect of Negative Ties on the Innovative Consumer’s Creativity: An Empirical Study of New Service Idea Generation in a Social Networking Environment*, by Phillippe Duverger (Cambridge: Proquest/UMI Dissertation Publishing, 2011), is a PhD thesis that explores the relationship between social networking and the empowerment of consumers as innovators for the firms they buy from. Although the thesis is very academic in style, and therefore hard going at times, the author offers some very good insights into ways in which consumer creativity can be fostered, and ways in which it can be damaged.