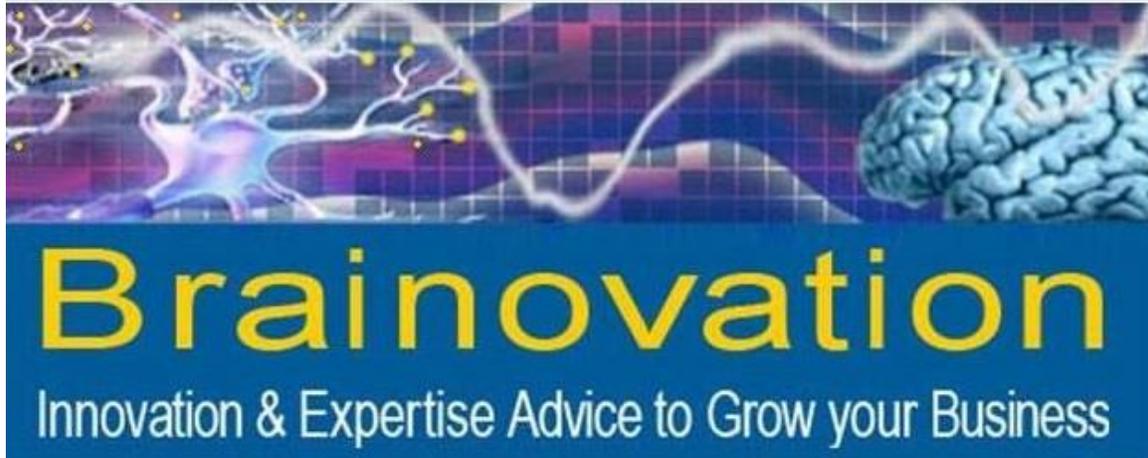


## Thinking Straight in a Non-linear World



102nd Edition February 2016

To our new readers, welcome to Brainovation®!  
And to our returning readers, welcome back.



As always, I look forward to continue to share insights into global developments in the Innovation and Expertise fields - and how they can work in and improve your business. This month I share a recent interview with former Lund University Professor Leif Edvinsson and point to a report from the World Intellectual Property Organization. Is your organization prepared to enter the "mind era"? Share your thoughts on my blog, the Brainovation Twitter feed, Facebook page, or by email.

Our contact information is at the bottom, as well as reprint permissions. Also included is a brief taste of what you can expect in upcoming issues. And remember, "In knowledge organizations, learning is work, thinking is doing"

*Anders Hemre*

### **The Mind Era and the Economy of Knowledge**

In our series of interviews with thought leaders, we're coming back to Professor Leif Edvinsson, best known for his ground breaking work with Intellectual Capital. This time he shares his views on knowledge work, national intellectual capital, innovation policies and socioeconomic renewal.

*Anders Hemre:* Leif, it's great to have another opportunity to converse with you. It's been eight years since our last interview - a long time in today's world - so let's get right to it.

Japanese scientist and economy philosopher Dr. Hiroshi Tasaka once suggested that the knowledge economy is a misunderstanding – the argument being that knowledge is developing more into a free commodity than a priceworthy good. What is your take on this suggestion and – beyond research and education – where do you see the biggest returns on knowledge, if such a concept can be defined in economic terms?



*Leif Edvinsson:* Thank you for again letting me share my views. I don't think the knowledge economy as such is a misunderstanding. But I do think we need to increase our understanding of it. The knowledge economy is not just about knowledge and knowledge work. Most importantly it is about how and where value is created. And this has shifted...

Read the [full interview](#).

## **IP Statistics**

The strength of national innovation systems partially shows in worldwide patent filings.

This recent brief by WIPO Director Francis Gurry includes some interesting global statistics on patents and other intellectual property as well as information about how the organization operates:

[Results in 2015 and Program Highlights 2016](#)

## **In the Previous Issue**

In case you missed the January issue, here it is again:

[Dawned in Davos: The Future According to WEF](#)

## **In Upcoming Issues**

Planned features for future issues of our newsletter include conversations with leading management gurus, interviews with international technology management executives as well as more readers' spotlights.



If you have feedback or questions about Brainovation, please contact me by email or through my twitter feed [@geoffdahl](#)

[Geoff Dahl](#)  
Brainovation editor

## **Guru Interviews**

Since our inception, sharing management and technology insights from around the world has been a focus of Brainovation. Now we give you the chance to enjoy all our previous guru interviews in one document.

[What the Gurus Say: Brainovation® Interviews 2007-2015](#) (PDF)



## **Article and Newsletter Reprint Permission**

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