



Invitation to Attend the CSLS Seminar Series on Living Standards

Innovation Reinvented: A Games Framework to Understanding Innovation

Marcel Côté

Monday, March 12, 2012
4:00-5:30 PM
Karsh Room, Rideau Club
99 Bank Street, 15th floor
Ottawa, Ontario

(please note that the Rideau Club dress code requires men to wear a jacket)

To attend, please RSVP by March 8, 2012 to andrew.sharpe@csls.ca.

It is widely recognized that Canada's business innovation performance has been poor. Yet the reasons for this situation, as well what public policies are needed to foster innovation, are poorly understood. What is required is a new framework to shed light on the innovation puzzle.

In this seminar Marcel Côté will present an overview of this forthcoming book (with Roger Miller) *Innovation Reinvented: Six Games that Drive Growth*, to be published by the University of Toronto Press in April. The volume develops a highly original framework for understanding innovation called "games of innovation." The authors conclude that market conditions, not R&D, shape innovations and drive innovators' strategies. A key distinction must be made between innovations taking place in emerging markets (e.g. smartphone market) and in mature markets (eg. automobile market). Another important distinction relate to the product architecture, of which three types are identified: autonomous products (a better mouse trap), platform-based products (e.g. a smartphone), and closed systems (e.g. an airplane). The combination of these two dimensions generates, from the innovators' perspective, six very different games of innovations, one associated with each type of market and product. Approaching innovation from the perspective of the innovator sheds a totally new light on public policies aimed at influencing innovation strategies.

Marcel Côté is a senior partner and a co-founder of SECOR, an economic and management consulting firm based in Montreal. Throughout his career, Marcel has also been involved in the public policy arena. An economist by training, he has worked as a senior aide in both the Prime Minister's Office in Ottawa and the Premier's Office in Québec City. He has sat on the Boards of various public policy think tanks and is a frequent commentator on public policy issues, with a special in interest on growth, innovation and productivity, and on Québec issues.