In the 80s, the quality movement took enterprises by storm—designed for cost-cutting, efficiency, and streamlined processes—but in the 90s, the world had yielded to global competition—hyper-competition actually—the solution for which was innovation…quite a different mindset from quality control. This creative innovation strategy required new thinking, bold new business models, and the relentless quest for sustainability.

In this thoughtfully edited book, Dr. Latif Al-Hakim and Professor Chen Jin have integrated the best of both worlds offering numerous methods and metrics to bridge the gap. With contributions from 42 authors representing 20+ countries, the reader is exposed to a wide range of management solutions from North and South America, Europe, Asia and the Middle East. Indeed, *Quality Innovation: Knowledge, Theory, and Practices* is international in scope and visionary in context.

Excelling in cost, quality, and time may get you on the business playing field, but it is not likely to provide leadership positioning in the 21st century. However, when coupled with a dynamic, systematic innovation strategy, managers are able to cultivate the best from their enterprise innovation eco-system leveraging the knowledge of all stakeholders – customers and competitors alike.

Today’s progressive management theories are tomorrow’s essential management practice. You find many volumes concentrate on one or the other. Jin and Hakim have effectively reviewed the concepts and reached out across many geographies and industries for both qualitative and quantitative analysis. Leadership managers must integrate both in order to effectively manage uniqueness and to leverage distinctive competencies.

Our kaleidoscopic business landscape is likely to accelerate, and complexity will inevitably require quicker, viable response to client needs. A quality agenda alone is unlikely to maintain competitive advantage; the *Quality Innovation* agenda might. At the least, the editors and contributors have created a masterful collection of perspectives – each a treasure in the world we will innovate…together.

Always in your Network,

*Debra M. Amidon*

*ENTOVATION International Ltd., USA*

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