



1 May 2016

To: Students taking Management and Organization

From: Professor Anne Huff

Re: Clarified of Recommended Assignment 2 for 18 May Innovation meeting (changes in syllabus noted in red)

Assignment 2: Write a short 2-3 page memo that relates to **one** open innovation topic. The memo should be written to the class from you (name and student number), in the professional memo style of your choice. Your memo should: a) identify a newspaper article (or other short description available on the internet) that discusses a relevant example of open innovation—this should be attached as an appendix to your memo, b) tell the class what is interesting and important about your example of open innovation, c) offer advice for innovative action to one or more actors involved in the situation, d) assess the advantages and risks posed by your advice.

**Please read this main reference:**

[https://en.wikipedia.org/wiki/Open\\_innovation](https://en.wikipedia.org/wiki/Open_innovation)

(other posted readings are still relevant, but optional)

**Note that your memos will be scanned for plagiarism – make sure that you credit images used and put all words taken from other sources in double quotes “like this” followed by a reference.**

**Additional information:**

You can assume that your classmates have read the main Wikipedia reference shown above.

Plus: they will know ideas and language found in the reading. You can use them without much explaining.

Minus: you have to find new ideas and concepts to interest them when you write a memo to them, and there is a LOT of information available on the internet, quite a bit of it confusing.

Advice:

1. Re-read the assignment – people often lose advantage because they do not fulfill all requirements.
2. Choose a focus that interests you and/or you think you can learn from. Your motivation will be higher and that will help you be a more effective communicator.

Suggestion: Use Google or some other search engine

- Enter “open innovation” and add a second term to find a possible subject for your memo:
  - Perhaps a company or industry that interests you—e.g.
    - Pirelli

- Jewelry
  - Or a region that interests you
    - Africa
    - Le Marche
  - You might experiment with unexpected concepts—for example “monster movie”
- Use this first search as a set of cues you can follow to find a specific reading to use as the basis for your memo

EXAMPLE: “open innovation” “Monster movie” generated 143 hits for me on Google. The first few did not seem relevant, but the 6<sup>th</sup> hit was this reference:

**[“November 2006 / Boing Boing](#)**

*boingboing.net/2006/11/page/24*

- Nov 7, 2006 - This is evidently part of a larger series of classic *monster movie* tie-ins .... advocate for both fans' and artists' rights, and for *open innovation*.”

On the Boing Boing site of Nov 7, 2006 I searched for “monster movie” and found this:

[“Cory Doctorow](#) / 5:58 am Tue, Nov 7, 2006

**[Paul di Filippo visits the Creature From the Black Lagoon](#)**

Award winning gonzo sf writer Paul "[Steampunk Trilogy](#)" di Filippo is the improbable author of an improbably rollicking new movie tie-in novel, *Creature From the Black Lagoon: Time's Black Lagoon*.

This is evidently part of a larger series of classic monster movie tie-ins called "Universal Studios Monsters." At a recent sf convention, I found a number of writers intrigued by the idea of having a romp in a classic monster movie, and it's clear that di Filippo was more than up to the task.

*Creature From the Black Lagoon* won't win any prizes for advancing the state of literary sf, but it is undoubtedly a Paul di Filippo novel, which means that it is funny, deeply weird, and action-packed. Di Filippo's story starts on a Rhode Island university campus in 2015, where a young biologist finds himself working with the department's mad old tenured prof -- who turns out to have been the junior scientist on the ground during the vivisection of the original *Creature From the Black Lagoon*, discovered in the 1950s.

In the tradition of the great sf adventure story, our biologist just happens to have a boyhood chum who has just built the world's first functional time machine (out of an nth-generation iPod, no less!) and the rest is basically inevitable -- the title, after all, is "Time's Black Lagoon."

Di Filippo manages to cram every great tradition of the science fiction adventure novel into this one, giving it the feel of one of his baroque masterpieces....”

**Note:** If I were writing this assignment I might start here (even though I know nothing about monster movies) but I would still have work to do. I would have to pick an actor (di Filippo? Universal Studios? Writers trying to find new outlets for their special interests?) and then think of possible positives and negatives of open innovation before offering advice.