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CONTENT

PROLOGUE

INNOVATIONS IN A RAPIDLY CHANGING WORLD

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Innovation has always been an integral part of the satellite and the socio-economic progress. They largely determined the direction and pace of that progress. The history of civilization can be seen in various aspects. But if we consider the history of the progress of civilization, it actually is a movement from one basis to further innovation.

There are many things, we are used to, and take them for granted forgetting that this is a radical innovation of previous eras which have radically changed our world and the life of every individual. This is the greatest innovation of the paper which gives the possibility to create a very cheap and compact storage media, saving for the ages intellectual achievements of previous generations and enables them to transmit to future generations.

Everyday things are like a school textbook for us (innovation since the Middle Ages). They allowed the industry to actually create secondary education and make it available to wider sectors of the population. The greatest discovery of penicillin and other antibiotics have saved millions of lives and deal a fatal blow to tens of diseases that previously were considered invincible. Each time going to the university or hospital we do not think that this is organizational innovation of previous eras, the first of which allowed the industry to create higher education and the second - to save millions of people.

Innovation has always fundamentally changed our world and living environment of each person. But in recent decades, our world is changing rapidly moving to a globally - post-industrial stage. It is rapidly and dynamically by the two general patterns. The pattern of the first - the acceleration of the pace of social life and, in particular, of the economy.

Under the influence of the acceleration of scientific and technological progress and innovation capacity development (as it is the result) significantly accelerating the pace of social life and, in particular, of the economy. Thus, when mankind for organizing pictures require extensive use of 112 years, and telephony - 56 years, then the corresponding time for the radar television transistor and integrated circuit were respectively 15, 12, 5 and 3 years [1, p. 6].

The amplification of the innovation process, together with the globalization of further accelerate the pace of social and economic life. It is also accompanied by the fact that new technology is much more economical than the traditional ones.

Previously, a letter from Australia to Ukraine took by mail approximately six weeks. Now e-mails from anywhere in the world to any other place take a maximum of a few minutes. And, for example, the cost of transmission of forty pages of a document from Chile to Kenya by e-mail are less than 40 cents, faxing - about $ 10, a courier - $ 50 [2, p. 30]. Thus, the speed of information and access increased revolutionary. Ultimately, this is one of the main reasons why the rate of development of the economic system as a whole change so fast.

The pattern of the second - the emergence and integration into the economy is a significant number of new factors of production and their combinations. The rapid acceleration of the innovation process led to the emergence and integration into the economy as a significant number of new factors of production (labor objects, technologies, new workforce), and combinations thereof. Before the advent of the internal combustion engine, oil was not considered an economic resource. Before the discovery of antibiotics, penicillin fungus was only a type of fungus. Stem cells , which are now payed for tens of thousands of dollars, even in very recent past were subject to disposal.

Moreover, the process of engaging in a business turnover of new factors of production began to increase significantly in the last decades of the twentieth century and continues to the present. Revolutionary discoveries in biology, generated a number of brand new professions: genetic engineering, cell medicine and others. Recent discoveries related to the decoding of the human genome, further expanding horizons, allowing, for example, to produce or perform certain actions with the medical genetic characteristics of individuals. Accelerating the pace of

economic development, the emergence and integration into the economy is a significant number of new factors of production, mainly due to increasing scientific and technological progress and innovation development, in turn, had the opposite effect on the innovative development. It was a radical change in the innovative development and increase its rate by ten times.

Thus, the period of substitution technology innovations was: in the 20th century - 50 years and above, in the first half of the 20th century - 15-30 years and in the second half of the 20th century - 5-10 years. It is now measured in years, and in some industries and already in months. In 1990 the car invested 6 years of design development, and modern - just 2 years. Now the key area of economic development - microelectronics - has doubled annually complexity and volume of production of integrated circuits by thirty percent decrease in costs and prices. Specifications VLSI every two years improved to 4 times [3, 7, 4, p. 95, 5, 43].

Under the circumstances, the strategy of innovative development must be changed radically. Previously, business entity to provide competitive advantages needed to create the most effective package innovation here and now, that was the most effective in the current environment.

At present, this problem is only a small part of the overall problem. In modern conditions, to ensure the long-term competitive advantage necessary to switch to a strategy of accelerating innovation. The essence of this strategy is to:

• gain market leadership by creating and implementing innovations that meet the conditions of the current (current innovations);

• gain market leadership by creating and implementing innovations that its characteristics (economic, technological, consumer, etc.) would be ahead by at least one or more steps of characteristics inherent to the best innovations of the current phase (forward- innovation).

This means that the creation of the current innovation - the program for a minimum of any business entity. It can not only give a sustainable competitive advantage. To ensure the company's competitiveness in the long term it has to create a package of leading innovation.

Leading the development of innovation requires a fundamentally different approach to the creative potential of employees. Creative potential, always and everywhere been the engine of progress. All intellectual ups civilization has been associated with the creative potential of an individual or group of individuals. But at a time when there was no such tremendous acceleration of economic life to achieve a sustainable competitive advantage to economic entities was enough to make use of the creative potential of their leaders and groups of leading experts. In the current context of the accelerated development of the economic environment of this highly enough. Now to get a long-term competitive advantage to use the creative potential of as many of their employees, and ideally - all employees. To maximize the creative potential of the company's employees may, from our point of view, effectively used the principles and mechanisms of intra - innovative intellectual elites [6].

To summarize this article, it should be noted that previously existed famous expression: —Who owns the information - he owns the world‖ In modern terms, this expression is only half true . In the current circumstances, the most relevant slogan: —Who owns the information, and faster innovation - he owns the world‖.

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