



PUBLISHER DETAILS

Publication date: 2011

Comercial Title: Innovation. Perspectives for the 21st Century

Author: Varius authors

Translator: Polisemia

Publisher: BBVA

Publishing coordination: TF Editores

Graphic design: Juan Antonio Moreno. Tf Media

Documentation: Mercedes Abstengo

Printing: TF Artes Gráficas

Project direction and coordination

Chairman's Advisory, BBVA

Communications and Brand, BBVA

© of the publication, BBVA 2011

© of the texts, their authors, 2011

© Ángel Mateo Charris. 2011

© of the photographs,

Jon McCormack 2011, cover and p.4

Jonathan Williams, p. 381

ISBN: 978-84-92441-47-1

D.L.: M-17897-2011

Printed in Spain

Innovation. Perspectives for the 21st Century

The great challenges facing the human race today— inequality and poverty, education and health care, climate change and the environment—have made innovation more necessary than ever.

OpenMind is an online community whose objective is to debate about the great topics of our time as to generate and diffuse knowledge that will benefit society as a whole. More than two hundred leading authors, experts and academics from all around the world examine the greatest challenges of science, technology, the economy and business, and the humanities.

www.bbvaopenmind.com

Content

For this third book in the BBVA series, we have chosen innovation as the central theme. It was chosen for two fundamental reasons: the first was the decisive importance of innovation as the most powerful tool for stimulating economic growth and improving human standards of living in the long term.

This has been the case throughout history, but in these modern times, when science and technology are advancing at a mind-boggling speed, the possibilities for innovation are truly infinite. Moreover, the great challenges facing the human race today— inequality and poverty, education and health care, climate change and the environment—have made innovation more necessary than ever. Our economy and our society require massive doses of innovation in order to make a generalised improvement in the standards of living of nearly 7 billion people (the number continues to grow) compatible with the preservation of the natural environment for future generations.

The second reason for choosing this theme is that it is consistent with BBVA's corporate culture. Our group's commitment to the creation and dissemination of knowledge ties in directly with the vision that guides every aspect of our activity: "BBVA, working towards a better future for people." People are the most important pillar of our work, and the work we do for and on behalf of people is supported by two other pillars of our culture and strategy: principles and innovation.

Authors

John R. Boatright, Joseph Carens, Thomas Clarke, Richard T. De George, Edward Freeman, Mervyn Frost, Francisco González, Geert Hofstede, Bernardo Kliksberg, Peter Koslowski, Hans Küng, Andy Miah, Carl Mitcham, Mollie Painter-Morland, Reinhard H. Schmidt, Kristin Shrader-Frechette, Robert A. Schultz, Peter Singer, Charles Taylor, Mary Warnock