

Acknowledgments

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It is essential that research and theory building on free innovation accurately understand and build upon the very new ways innovation is being conducted in the digital age. For help with this essential aspect of the work, I have centrally depended upon learning from friends and colleagues who are themselves innovators at the leading edge of practice. Central among these are Jeff Davis and Jason Crusan at NASA, Chris DiBona at Google, Jim Euchner at Goodyear, Bernadette Piacek-Llanes at General Mills, and Venkatesh Prasad at Ford Motor Company. Thank you all as always, and I very much look forward to our next discussions and projects!

Of course, as the book took shape I needed to ask for thoughtful review of the central ideas. This can be painful for my expert colleagues, especially at early stages when ideas are evolving rapidly, and the manuscript is still rough. The greatest contributions to reviewing drafts of *Free Innovation*, and giving insights for important improvements, were made by my colleagues Carliss Baldwin, Yochai Benkler, Dietmar Harhoff, Joachim Henkel, and Andrew Torrance—thank you so much!!

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With respect to the beautiful cover design, I want to thank Yasuyo Iguchi, Design Manager at the MIT Press. She incorporated a research

photo of a spark created by my father, Arthur von Hippel, in an especially lovely way.

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By: Eric von Hippel

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