

The New Face of INNOVATION

Canadian leadership from Java to Jurassic Park

Innovation
NATION

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IS CANADIAN.

It is an open secret within the technology community that Canada "punches above its weight" in terms of innovation and success. From developing Java and the Blackberry to defining the specifications for XML and inventing the Canadarm for the space shuttle, Canadians have sculpted, touched, researched, improved, progressed and blazed trails in the world's most innovative and successful companies. Canadians have also risen to the top of the largest technology firms in the United States, providing a CEO for Yahoo!, Jeff Mallet, and eBay's first president, Jeff Skoll.

Yet while Canadians are playing a leading role in the digital economy, many of the faces behind this remarkable achievement are still not well known to the larger public. This sets the stage for *Innovation Nation*, a new book designed to cut through traditional Canadian modesty and provide a window into the fibre, minds and makeup of over 30 Canadians whom the world needs to know.

Through these profiles, readers will come to understand how Canadians and Canada as a nation helped shaped the thinking of these technologies and businesses. With qualities like innovative thinking, entrepreneurial drive, and dedication to team-building, these Canadians show themselves to be leaders for today and tomorrow. And with a world-leading infrastructure of strong communities, favourable technology tax laws and geographic and cultural proximity to the US, Canada shows itself as the world's *Innovation Nation*.

It is time for Canadians to trumpet our own success stories both to ourselves and to our partners around the world. It is our belief that *Innovation Nation* will play a key role in this mission. When people visualize the face of technological innovation, we want to ensure that it is a Canadian face that they see.

Robert Harris
Publisher
Wiley Canada

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Afterword by Anthony Perkins, Editor in Chief, *Red Herring*.

Published by John Wiley & Sons Ltd.

Available wherever books are sold in September 2002, \$29.99, trade paperback 470-83202-9.

Profiles to include: Glenn Ballman, Jim Basillie, John Eckert, Jean Monty, Jesse Rasch, Ted Rogers, Gerri Sinclair, Carol Stephenson, Bob Young and Tony Davis, Rick Nathan and Mark Skapinker of Brightspark.

To enquire about corporate orders please contact Christiane Cote,
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