

News Flash

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The First Handbook on Innovation Communication

Innovations are key to success of companies and nations alike but often neglected in the media. Innovations can only reach their fullest economic and social potential through acceptance. Why is media coverage so difficult to achieve? What is interesting for journalists and their readers? How do you inform employees, partners, clients and opinion leaders about innovation?

A new innovation communication handbook – the first to be published - shows why innovations are so hard to bring across, which barriers have to be overcome and how pragmatic approaches of communicating innovations look like.

Bringing New Ideas Across – The Innovation Communication Handbook (*"Neue Ideen erfolgreich durchsetzen. Das Handbuch der Innovationskommunikation"*), was recently released in the publishing house of Germany's renowned newspaper Frankfurter Allgemeine Zeitung (FAZ). The book is so far available in German only. It has been edited by Prof. Dr. Claudia Mast and Dr. Ansgar Zerfaß, who has been elected "PR Head of the Year 2005" by the German-speaking Public Relations community last month.

The guide presents for the first time a comprehensive overview of the field of Innovation Communication. It encompasses the basic concepts as well as numerous best practice examples from companies such as ThyssenKrupp, Siemens, IngDiBa or IBM. The handbook includes a special chapter on Innovation Journalism by Dr. David Nordfors.

This anthology stems from INNOVATE, a joint effort by MFG Baden-Württemberg – Agency for IT and Media (Stuttgart, Germany), and the Department of Communication Studies and Journalism at the University of Hohenheim (Stuttgart, Germany).

It presents the "state of the art" of a discussion that not only takes place in Germany but also at many other places such as Scandinavia, Spain, Italy, and at Stanford University, California. Everywhere, the importance of creativity and communication for making technological innovations a success story in society is being recognized.

For more information

- "Neue Ideen erfolgreich durchsetzen. Das Handbuch der Innovationskommunikation", Ed. by Claudia Mast and Ansgar Zerfaß; Frankfurt a.M.: Frankfurter Allgemeine Buch 2005; 232 pages, Hardcover, 39,90 € ISBN 3-89981-052-X; The book is [available on Amazon.de](#)
- INNOVATE: <http://www.innovationskommunikation.de> ; MFG Baden-Württemberg: <http://english.doIT-online.de>
- The Department of Communication Studies and Journalism, University of Hohenheim: <http://www.media.uni-hohenheim.de/eng/>