

I met the author of this iconoclastic book, Dr Christoph-Friedrich von Braun, through Frank Davidson, a Member of our Editorial Board. My first inquisitive comment to him was: "Are you by any chance a relative of Wernher von Braun?" and when he replied in the affirmative, I was immediately full of expectation to receive from him unusual and ingenious contributions to my Journal. I was not to be disappointed.

As I got to know Christoph, I learnt that he had received his doctorate from the University of Freiburg in the subject of space law, perhaps with the idea of following his famous uncle into space—I never asked. I also heard that he had a further degree in Technology Management from the Massachusetts Institute of Technology and wondered how his two qualifications had been used by him to the best advantage. He told me that he had worked in the electronic industry for Siemens, for 12 years and that he had lived in the USA, UK, Japan and Germany. When I met him in the early 1990s, he had spent an additional four years as a consultant in the engineering industry, a profession he enjoyed and continued in Munich.

He is a Member of the American Institute of Aeronautics and Astronautics, the World Future Society, the Japanese-German Society and of "1787 Berlin". His consultancy practice specialises in technology planning and organisational management. In 1994 he published his first book *Der Innovations-Krieg* which he himself translated into English as *The Innovation War*, and Prentice Hall published in the USA 1996. He kindly presented me with an inscribed copy of each. A brief review of the German edition appeared in *ISR*, 20 (1), p. 82, 1995 which, as Editor, I considered not adequate. I therefore reviewed in *ISR* 25 (1) p. 156, 2000 the subsequent American Edition myself.

In my critique, written in March 1993 I wrote: "This deep analysis of the innovation process is iconoclastic. Instead of pleading for more and more money for industrial research, the author concludes that spending on R&D growth has become excessive and, in the case of major industrial enterprises, needs a thorough review". In fact the author's thesis is: "Newer does not mean Smarter, Faster is not Better and Innovation does not mean Progress." He compared Innovation with the Cold War, when the USA and the USSR competed for more and more powerful weapons, until one of them lost this race, this Innovation War. This is not possible in an industrial competition as unlimited finance is simply not available. Keeping up with the competition, in Industry led to an 'industrial overkill' with, for example, bicycles having 36 gears. I recommended the book highly to all executives in Industry, as it was easy to read, almost in conversational style.