



# Corning and the Craft of Innovation

*Margaret B. W. Graham, Alec T. Shuldiner*

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## **Corning and the Craft of Innovation** Margaret B. W. Graham, Alec T. Shuldiner

For 150 years, Corning Incorporated has repeatedly succeeded in their quest to create new products for an ever-changing marketplace. *Corning and the Craft of Innovation* is the story of the extraordinary research and development strategy that propelled this company to its leadership position in leading-edge technologies for the new world economy.

Since its founding in the mid-nineteenth century, Corning has placed a premium on research and development in tandem with an unending spirit of innovation. Corning's innovations made possible such essential items as light bulbs, television, Pyrex, catalytic converters for cars, and high-speed telecommunications through fiber optics. Most impressive is Corning's evolution into a highly innovative producer of specialty materials. In its early days, Corning developed specialty glass for use in railroad signal lenses that had to withstand the rigors of high and low temperatures; and developed its high speed Ribbon Machine--still used today--to produce glass envelopes for light bulbs more quickly and efficiently than anyone else. Today Corning leads the world in fiber optics and is a premier provider of cable and photonic products. In 1999 *Wired* magazine nominated Corning for its coveted Wired Index, confirming Corning's astonishing staying power as a leading-edge company.

*Corning and the Craft of Innovation* examines how Corning fostered a culture of innovation while showing extraordinary patience in backing long-term projects. The book illustrates how a pattern of deliberate, regular, and profitable innovation begun 150 years ago, has put Corning at the vanguard of leading-edge technologies for the fastest-growing markets of the global marketplace. It will be essential reading for anyone interested in strategic management, innovation, science and technology or knowledge management.

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