

## Innovative Companies as reported by The Economist<sup>1</sup>, Business Week<sup>2</sup>, and W&P

**The Economist Annual Innovation Awards – October, 2010;** are presented in eight fields; and a reader's award went to fourth generation – 4G – networking which has the potential to change society in the coming decade.

**Methodology used** by The Economist is based on the use of a broad cross section of judges drawn from global industry. The judging process was run by Modern Media.

Award Winner	Organization	Topic	Field of endeavour
<b>Harald zur Hausen</b>	German Cancer Research Centre	Vaccine development	Bioscience
<b>Peter Thiel and Max Levchin</b>	Co-Founders of firm which became PayPal	Secure on-line payments	Business process
<b>John Cioffi</b>	Assai	Assymetric digital subscriber line (ASDL)	Computing and telecommunications
<b>Steve Jobs</b>	Apple	Industry-transformative electronic devices	Consumer products
<b>Michael Biddle</b>	MBA Polymers	Mixed-plastics recycling	Energy and the environment
<b>Peter Diamandis</b>	Founder of xPrize Foundation	Using prizes for spurring innovation	No boundaries
<b>Nick Hughes and Susie Lonie</b>	M-PESA	Kenya's mobile money-transfer	Social and economic innovation
<b>Huawei Technologies</b>	Huawei Technologies	Telecom equipment	Corporate use of innovation
<b>Readers award</b>		Fourth generation (4G)	IT and networks

### Bloomberg Business Week's Most Innovative Companies

Of the top 10 of the 25 most innovative companies, 6 companies are U.S.-based; Apple, Google, Microsoft, IBM, Amazon.com, and General Electric. The other four, Toyota Motor, LG Electronics, BYD, and Sony are Asia-based. For the complete list visit:

[http://www.businessweek.com/interactive\\_reports/innovative\\_companies\\_2010.html?chan=magazine+channel\\_special+report](http://www.businessweek.com/interactive_reports/innovative_companies_2010.html?chan=magazine+channel_special+report)

**Methodology used** by Bloomberg is based on a data compiled from an e-mailed 21-question poll to senior executives around the globe. The 1,590 respondents, who answered anonymously, were asked to name the most innovative companies outside their own industry in 2009. The analysis is based on collaboration with the Boston Consulting Group. Reuters and Standard & Poor's Compustat supplied financial data; and Bloomberg provided total shareholder returns.

<sup>1</sup> The Economist Technology Quarterly December 11<sup>th</sup>, 2010. And the winners were...

<sup>2</sup> Business Week, April 15, 2010, The 50 Most Innovative Companies.

## White & Partners additional candidates

Innovative companies are selected based on researching the culture for innovation in each of the candidate companies.

Of the top 50 companies (the extended list by Bloomberg), W&P has researched **Toyota Motor, General Electric, and Procter and Gamble**. Research reports (Profiles) are available on this web site.

The following companies are identified as deserving recognition for their long-term performance as judged by; survival over decades, long-term financial performance, recognition for generating new products and or business models, and are not recognized on the above lists of innovative companies.

<b>Company</b>	<b>HQ Country</b>	<b>Idea Initiatives of Note</b>	<b>Time span</b>
<b>Bombardier</b>	Canada	Recreational vehicles Aerospace Rail transportation	Since 1937
<b>Tanaris</b>	Argentina	Steel tubing	1909 in Italy 1954 in Argentina
<b>DSM</b>	Netherlands	Transformation from a state-woned mining company to a high-tech speciality company	1902 as a state-owned mining company
<b>Nucor</b>	U.S.A.	Mini-mill technology	Late 1960s
<b>John Deere</b>	U.S.A.	Agricultural equipment Construction equipment	Founded 1868
<b>Reckitt Benckiser</b>	U.K.	Consumer products	1823 for Benckiser and merger to create RB in 1999.
<b>Add your nominee!!</b>	?	?	?

If you know of a company which deserves to be recognized, please advise us by going to Contact Us. Let us know about the company, why you believe it should be noted and something about the company's culture, management practices, or history which contributes their innovativeness. We will be happy to acknowledge your input or, if you do not care for attribution, just let us know.