



The New ABCs of Research: Achieving Breakthrough Collaborations

Ben Shneiderman

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The problems we face in the 21st century require innovative thinking from all of us. Be it students, academics, business researchers of government policy makers. Hopes for improving our healthcare, food supply, community safety and environmental sustainability depend on the pervasive application of research solutions.

The research heroes who take on the immense problems of our time face bigger than ever challenges, but if they adopt potent guiding principles and effective research lifecycle strategies, they can produce the advances that will enhance the lives of many people. These inspirational research leaders will break free from traditional thinking, disciplinary boundaries, and narrow aspirations. They will be bold innovators and engaged collaborators, who are ready to lead, yet open to new ideas, self-confident, yet empathetic to others.

In this book, Ben Shneiderman recognizes the unbounded nature of human creativity, the multiplicative power of teamwork, and the catalytic effects of innovation. He reports on the growing number of initiatives to promote more integrated approaches to research so as to promote the expansion of these efforts. It is meant as a guide to students and junior researchers, as well as a manifesto for senior researchers and policy makers, challenging widely-held beliefs about how applied innovations evolve and how basic breakthroughs are made, and helping to plot the course towards tomorrow's great advancements.

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