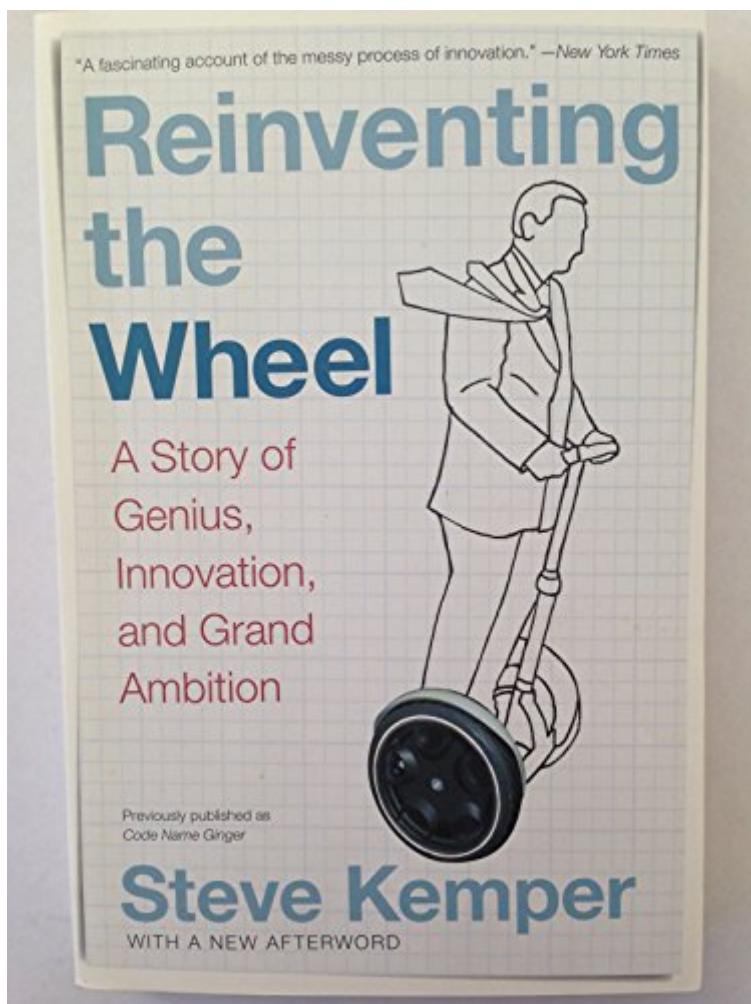


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# Reinventing The Wheel: A Story Of Genius, Innovation, And Grand Ambition



## **Synopsis**

Reinventing the Wheel is the riveting, behind-the-scenes story of the eccentric, cocksure genius Dean Kamen and the team of brilliant engineers who invented and developed the Segway Human Transporter. When Kamen conceived the two-wheeled vehicle known to many by its code name, Ginger, he promised it would transform the face of personal transportation. But when this charismatic and driven inventor attempted to become an entrepreneur, a colossal power struggle ensued. Here, Steve Kemper takes you along on the wild ride that moved this invention from idea to marketplace. He was there to chronicle the flashes of discovery, the setbacks, the impassioned engineers, the high-flying investors, the multimillion-dollar misjudgments, the intrigues that ousted some of the project's original leaders, the triumphs large and small. Reinventing the Wheel puts readers inside Kamen's world of high-tech development, where nerve and ingenuity collide with high finance and the bottom line.

## **Book Information**

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## **Customer Reviews**

Steve Kemper recounts the tale of the Segway, codenamed Project Ginger, and its development. It gives you a glimpse into inventor Dean Kamen's life and work, and provides an interesting story of

trying to develop a "game-changing innovation." As we all know, the Segway never turned out to be the game-changer that people envisioned, but during its development it apparently lured in savvy investors. While this book could act as a business case study of a failed venture, it is mostly just an entertaining read of a bright engineer obsessed with an idea. Steve Kemper is a gifted writer, and I look forward to his upcoming book about Frederick Russell Burnham, "the great American scout."

While the story is told through the lens of the Segway, it is an amazing book on product development in general, the differences between research and mass production, and the difference between a small business and a venture backed startup. Comprehensive and engaging. Everyone interested in product development and innovation should read this book. I enjoyed it watch the Kamen TED introduction of the Segway and rent a Segway a week later. Some people may have a poor view of the Segway itself as a product, but that should not change the learnings you can gain from their development process.

I really enjoyed this book. I think it had an amazing amount of insight into many small details of the project, its team and their struggles. There was a quite abrupt surprise near the end, that likely hampered the full endorsement of the book by the Segway company. I'm sure that was hard for the author, but I still felt that the book was well worth my money and time.

This is a well written book which describes the detailed process of developing a technical idea into a finished product. It is also an excellent character study of a brilliant egomaniac of an inventor who can't give up control of his invention even when it would be distinctly in his best interest. The book has too much technical detail for the average reader but is an excellent primer for the engineer who aspires to build his own "brilliant" invention into a successful business. It is also an interesting read for all those involved in the FIRST robotics program.

This book reads like a good mystery. However it does not explain why the Segway did not become a commercial success. Roland Beach

Both of my kids compete on FIRST Robotic teams. This was a must read for them. Dean Kamen is an interesting man and a great inspiration.

"reinventing the wheel" In tiny tiny print on the cover is "Previously published as Code Name

Ginger", buyer beware if you have read this book, exact same book different name, different cover and nowhere in the descriptions other than in small print on the cover (if you open large cover page and scroll down you see it in small print). It is not listed in the description or any where else on the page. did go good and credited me (buy a lot of books) but buyer beware.

I picked this book from a list for a book critique for my management principles course. I am really glad I choose this book. The book is very well written. It gives you an almost voyueristic look at the development of the segway and a kind of radical and unheard of management style. The author had an amazing oportunity when he experieenced this and does a great job of relaying it in the book. He even did this with not much bias towards the segway company. The book seems to almost be like a movie playing infront of you. You feel as if you are there with everyone during the development.

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