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July 25, 2006

## The best collection of innovation videos on the Internet



If you're [jonesing](#) for videos on innovation, check out MIT Sloan's [Innovation Leader Series](#). There's a group of about 20 hour-long videos featuring the likes of Microsoft CEO Steve Ballmer, Tim Brown of IDEO, Indra Nooyi of PepsiCo, and Peter Diamandis of the X Prize Foundation. The latest video in the innovation leader series features [Lord John Browne of BP](#), who talks about the future of energy and the purpose of business in the 21st century: "One

common view of business makes a sharp distinction between making money and doing good in society. This is a limited and distorted perspective. Business that focuses just on money doesn't invest in the future -- in its employees, new ideas, markets or products -- and won't be around for long. Any successful business is part of society and exists to meet society's needs."

A big hat tip to [MIT World](#), which continues to provide free, on-demand video coverage of significant public events at MIT.

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[image: [Lord John Browne, CEO of BP](#)]

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BusinessInnovationInsider.com was launched in 2005 in conjunction with FORTUNE's Innovation Forum held each November in New York City.

Each day we showcase interesting interviews, case studies and commentary on the theme of business innovation. Our focus is on those factors that impact innovation - competition, customer experience, intellectual property, and design.

The tagline for the FORTUNE Innovation Forum is "Creating Sustainable Innovation." This weblog is for anyone who is passionate about innovation.

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