## **Table of Contents**

Fo	rewoi	<b>d</b> , by Gaetano Manfredi	VII		
Fo	Foreword, by Enrica Amaturo				
In		ction. Scenarios for the University of the Future			
	by A	Annalisa Buffardi and Lello Savonardo	1		
1	Digital Cultures, Innovation Processes and Social Changes				
	by I	Lello Savonardo	9		
	1.1	Innovation	9		
	1.2	Creativity	11		
	1.3	Software cultures	16		
	1.4	Crossovers and convergences	19		
2	The	Value of Entrepreneurship in the Context			
	of t	he New Culture of Capitalism, by Francesco Pirone	23		
	2.1	The rise of neo-entrepreneurial capitalism	23		
	2.2	Cultural orientations conducive to entrepreneurial			
		self-activation	26		
	2.3	Socio-technical infrastructures of networking	28		
	2.4	The promotion of innovative micro-entrepreneurship	30		
3	The Manifold Forms of the Startup, by Vincenzo Luise				
	3.1	Introduction	35		
		The Californian Ideology	36		
	3.3	The different definitions of a startup	37		
	3.4	The startup life cycle	43		
	3.5	The financing forms	45		
	3.6	Incubators and accelerators	46		
	3.7	The startup economy: an ongoing evolution	48		
4					
		mpetencies in Innovation Ecosystems, by Annalisa Buffardi	49		
		Networking and making	49		
	4.2	Internet culture and entrepreneurship: participation and gaps	52		

	4.3 C	Connective thinking, contamination and open innovation	55		
	4.4 C	Competencies for innovation in CLab models	58		
5 (	Contai	mination Lab Naples: The Didactic Model, Actors and Tools			
		rla Langella and Rosanna Veneziano	63		
	•	The methodology for defining the training model	63		
		The main characteristics of the Naples CLab	66		
		The training path: an ongoing project	69		
		The CLab experience: concerns and future prospects	76		
6	Contamination Lab Naples: CLabbers, Projects and Startups				
		sanna Marino	81		
	6.1 T	The CLabber community	81		
	6.2 T	he business projects	84		
	6.3 T	he startups: four best practices	90		
	6.4 T	he virtuous effects of the CLab Naples	97		
7 1	University and Enterprise: The Apple Developer Academy Case.				
	Conve	rsation with Giorgio Ventre, by Stefania Sansò	99		
		ducation and work experiences in the "Knowledge Society"	99		
		lew training models for the university and the professions	100		
		f the future	102		
		raining and innovation: two strategic drivers for the future	100		
	0	f the country	109		
Afte	Afterword, by Derrick de Kerckhove				
Ack	Acknowledgments The Authors				
The					
Refe	References				