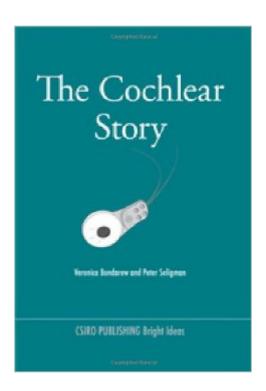
## The book was found

# The Cochlear Story (Bright Ideas Series)





### **Synopsis**

Cochlear Ltd, together with its university partner and many other collaborators, has returned hearing to over 160,000 people thanks to the development of its hearing implant. This book documents the human story behind that development. It delves into the commercial planning and implementation that led to the productâ ™s success in an international, highly competitive market, and the human drama that was experienced in achieving it.Chapters are structured around the development of the science. Woven within that structure are the personal and business stories that have enabled successful outcomes in the relatively new age of biomedical engineering. The Cochlear Story puts this Australian development on the world map in recognition of Australian medicine, science, technology and business.

#### **Book Information**

Series: Bright Ideas Series

Paperback: 248 pages

Publisher: CSIRO Publishing (December 19, 2012)

Language: English

ISBN-10: 0643097511

ISBN-13: 978-0643097513

Product Dimensions: 0.5 x 6.5 x 9.5 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #853,324 in Books (See Top 100 in Books) #285 in Books > Engineering & Transportation > Engineering > Reference > Patents & Inventions #5713 in Books > Science & Math > Technology #176785 in Books > Textbooks

#### Download to continue reading...

The Cochlear Story (Bright Ideas Series) Bright Baby Touch & Feel Baby Animals (Bright Baby Touch and Feel) The Little Red Box of Bright and Early Board Books (Bright & Early Board Books(TM)) Bright Baby Touch & Feel At the Zoo (Bright Baby Touch and Feel) The Little Blue Box of Bright and Early Board Books by Dr. Seuss (Bright & Early Board Books(TM)) Bright Baby Bilingual Touch & Feel: Numbers (Bright Baby Touch and Feel) (Spanish Edition) Bright Baby Touch & Feel Slipcase 2 (Bright Baby Touch and Feel) Bright Baby Touch & Feel Perfect Pets (Bright Baby Touch and Feel) The Big Box of Bright and Early Board Books About Me (Big Bright & Early Board Book) The Day-Glo Brothers: The True Story of Bob and Joe Switzer's Bright Ideas and

Brand-New Colors Bright Ideas Deluxe Colored Pencil Set Mudworks: Creative Clay, Dough, and Modeling Experiences (Bright Ideas for Learning (TM)) Mudworks Bilingual Edition–EdiciĀ n bilingĀ e: Experiencias creativas con arcilla, masa y modelado (Bright Ideas for Learning) Mudworks Bilingual Edition-Edicion bilingue: Experiencias creativas con arcilla, masa y modelado (Bright Ideas for Learning) Discovering Great Artists: Hands-On Art for Children in the Styles of the Great Masters (Bright Ideas for Learning (TM)) Great American Artists for Kids: Hands-On Art Experiences in the Styles of Great American Masters (Bright Ideas for Learning (TM)) Discovering Great Artists: Hands-on Art for Children in the Styles of the Great Masters (Kohl, Mary Ann F. Bright Ideas for Learning.) Storybook Art: Hands-On Art for Children in the Styles of 100 Great Picture Book Illustrators (Bright Ideas for Learning (TM)) Science Arts: Discovering Science Through Art Experiences (Bright Ideas for Learning (TM)) Country Living Spooky & Bright: 101 Halloween Ideas (Country Living (Hearst))

**Dmca**