



The Management of Technological Innovation: Strategy and Practice, Mark Dodgson, David Gann, Ammon J. Salter, Oxford University Press, Incorporated, 2008, 0199208530, 9780199208531, 373 pages. The Management of Technological Innovation (MTI) is one of the most important challenges facing businesses today. Innovation has become the fundamental driver of competitiveness for firms of all sizes in virtually all business sectors and nations. The first edition of this book has become one of the most popular texts for students of innovation and technology management. This new edition sees David Gann and Ammon Salter join Mark Dodgson as authors, drawing on their combined experience of 60 years of researching and teaching MTI. It combines the most relevant theoretical analysis with contemporary and historical empirical evidence to provide a comprehensive, yet concise and readable, guide to the challenges of MTI. By explaining the innovation process the book reveals the broad scope of MTI and its importance for company survival, growth and sustainability. It describes how MTI has to be managed strategically and how this is successfully achieved by formulating and implementing strategy and delivering value. Chapters provide frameworks, tools and techniques, and case studies on managing: innovation strategy, communities, and networks, R&D, design and new product and service development, operations and production, and commercialization. Based on robust analysis, the book provides a wide range of empirical evidence from a huge diversity of case studies, with around fifty case studies newly written for this edition. It analyses MTI in all parts of the world, in companies large and small, and in services, manufacturing, and resource-based business sectors. This new edition has been fully revised and updated to reflect the latest teaching and research, and to ensure its continuing relevance to the contemporary world of MTI. It will be an important resource for academics, students, and managers throughout the world, is a recommended text for students of innovation and technology management at postgraduate and undergraduate level, and is particularly valuable for MBA courses..

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How Breakthroughs Happen The Surprising Truth about how Companies Innovate, Andrew Hargadon, 2003, Business & Economics, 254 pages. Dispelling the myth that innovation is invention & revolution, this text argues that innovators past & present have employed a strategy of technology brokering to source

Innovation and Entrepreneurship , John Bessant, Joe Tidd, Jun 19, 2007, Business & Economics, 462 pages. This is an accessible text on innovation and entrepreneurship aimed specifically at undergraduate students, primarily for those studying business and management studies, but

Strategic management of technology and innovation , Robert A. Burgelman, Modesto A. Maidique, Steven C. Wheelwright, 2001, Business & Economics, 990 pages. Burgelman, Maidique, and Wheelwright have written the market leading text for a course in technology and innovation. This text covers the latest research by using a combination

How rich countries got rich and why poor countries stay poor , Erik S. Reinert, 2007, Business & Economics, 365 pages. .

The Management of Technological Innovation An International and Strategic Approach, Mark Dodgson, 2000, Business & Economics, 248 pages. "This text will be an important resource for academics, students, and managers throughout the world. It is a recommended text for students of technology management at

Innovation Strategy Seven Keys to Creative Leadership and a Sustainable Business Model, Howard Rasheed, Howard Rasheed Ph. D., 2012, Business & Economics, 276 pages. "Innovation Strategy: Seven Keys to Creative Leadership and a Sustainable Business Model" provides a blueprint for success in leading an innovation renaissance in your industry

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Managing Innovation Integrating Technological, Market and Organizational Change, Joe Tidd, John Bessant, Keith Pavitt, May 20, 2005, Business & Economics, 582 pages. One of the leading textbooks on innovation and technology management in the European market, this volume has been updated to include coverage of the latest, most up-to-date

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