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Nota di contenuto	Managing Technological Innovation: Competitive Advantage from Change; Contents; Preface; I. Technology Competitiveness- Business Base of Innovation; 1: Technological Innovation; Timeline of Science, Technology, and Industrialization; Innovation Process; Technology and Wealth; Technical Savvy and Financial Savvy; Technical Personnel and Business Personnel; 2: Innovation and Economy; Economic Scale of Innovations; Economic Long Waves; Measuring the Economic Impact of Technological Innovation in an Economy; Core Technologies of an Industry; Industrial Life Cycle Industrial Standards and First Movers in a New Industry Commodity Industry; 3: Innovation and National Systems; Science Bases for Technology; Computer Technology; National Innovation System; Radical Innovation at the Macro and Micro-Levels; Radical Innovation and Next-Generation Product Lines; Circular Interactions in a National Innovation

System; Performance of National Innovation Systems; 4: Innovation Research; Logic of Research for Innovation; Logic of Radical Innovation-Technology Research; Logic of Radical Innovation-Engineering Research; Logic of Radical Innovation-Commercialization Costs of Innovation5: Innovation and Corporate R&D; Institutionalization of Scientific Technology; Objectives of Corporate Research; Planning Incremental Innovation; Two Cultures-Research Laboratory and Business Division; Evaluating Corporate R&D; 6: Innovation and Markets; Business Model-Price and Value; Designing a Product for a Market; Completing High-Tech Products for Applications; Market Positioning; Proprietary Technology; Market Niches; 7: Innovation and Product Development; Market-Pull or Technology-Push Innovation; Incremental Innovation in Product Development Delays in a Product Development ProcessProduct Quality; 8: Innovation and Strategy; Micro-level Innovation in a Business; Top-down and Bottom-up Strategy in Innovation; Top-level Innovation Strategy; Mid-level Innovation Strategy-New High-tech Business Ventures; Lower Level of Innovation Strategy-Technical Programs; Bottom Level of Innovation Strategy-Technical Projects; II. Technology Strategy-Technical Base of Innovation; 9: Integrating Technology and Business Strategy; Industrial Value Chain; Technology Strategy; Technology and Application Systems; Product-Line Planning Product-Line Platforms10: Inventing Technology; Technology and Potentials of Nature; Next-Generation Technologies; Innovation Process of Next-Generation-Technology Products; Types of Technologies; 11: Technology Systems; Technology System; Physical Technology S-Curve; Technology Performance Parameters; Software Technologies; Planning Technology Discontinuities; Technological Progress; Systems Analysis for Alternative Technology Configurations; 12: Product Systems; Sikorsky's Helicopter; Hardware Product System; Systems Analysis in Hardware-Product Design; Specialized Languages in Science Computer-Assisted Networks

Sommario/riassunto

Written by the author who helped crystallize the field of technology management and the management of innovation with the first two editions of *Managing Technological Innovation*, this Third Edition brings the subject in line with current business strategy. It also presents information in a newer organized format that aligns more closely with how the topics are presented and discussed in the classroom. Also included is a wider discussion of how science and technology interact with the global economy.
