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Edizione	[New international edition.]
Descrizione fisica	1 online resource (387 pages) : illustrations (some color)
Disciplina	658.514
Soggetti	Technological innovations - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Table of Contents -- 1. Introduction -- 2. Technology Evolution -- 3. Technology Adoption and Diffusion -- 4. Sources of Innovation -- 5. Selecting Innovation Projects -- 6. Customer Needs -- 7. Product Development -- 8. Patents -- 9. Trade Secrets, Trademarks, and Copyrights -- 10. Capturing Value from Innovation -- 11. Competitive Advantage in High-Tech Industries -- 12. Technical Standards -- 13. Collaboration Strategies -- 14. Strategy in Networked Industries -- 15. Strategic Human Resource Management of Technical Professionals -- Index.
Sommario/riassunto	For undergraduate and graduate courses in technology strategy, management of innovation and technology, technology entrepreneurship, and engineering management. This book emphasizes how the future manager or entrepreneur can use strategic management of innovation and technology to enhance firm performance. It helps students to understand the process of technological change; the ways that firms come up with innovations; the strategies that firms use to benefit from innovation; and the process of formulating technology strategy.