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Titolo	Management of Innovation and Product Development [[electronic resource]] : Integrating Business and Technological Perspectives // by Marco Cantamessa, Francesca Montagna
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Descrizione fisica	1 online resource (381 p.)
Disciplina	620
Soggetti	Engineering design Management Industrial management Operations research Decision making Engineering Design Innovation/Technology Management Operations Research/Decision Theory
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	1. Innovation in business and society -- 2. Technological knowledge and organizational learning -- 3. The many types of innovation -- 4. The dynamics of innovation -- 5. Fundamentals of technology forecasting -- 6. The many approaches to innovation strategy -- 7. Business model innovation -- 8. Innovation strategy as the management of competencies -- 9. Innovation strategy as project portfolio management -- 10. Organizing product development activities -- 11. The product development process -- 12. Project management for product development -- 13. From market research to product positioning -- 14. Specifying the product -- 15. Designing the product -- 16. Design and redesign of product architecture.
Sommario/riassunto	Presenting an integrated and holistic perspective on innovation management, and product design and development, this monograph offers a unique and original understanding of how these two perspectives are interconnected. This book explores these themes in a

scientifically rigorous manner, associating academic findings with examples from business. It provides readers with the conceptual and decision-making tools required to understand and manage the process of innovation at different levels, from the analysis of industry-wide phenomena to the formulation of a strategy, and from the planning of operations to the management of technical choices. Chapters cover innovation as an economic and social phenomenon, the formulation of innovation strategy, the management of product development processes and projects, and the technical design of products and services. Offering an invaluable resource to postgraduate students in economics, business and engineering, this book is also intended for managers and entrepreneurs.
