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Nota di contenuto	An Investigation of the Motivations and Strategies Behind Apple's Product Design -- New Product Development: INTEL Corporation -- Impact of Intel's Technology in the Future of Sports -- Internationalizing Google AI Research GOOGLE AI -- Amazon-Industrial/International Corporation And Dynamics -- Ethical Issues of Data Tracking and Analytics -- Silicon Forest, the Tier-2 Stagnation -- Nike Innovation -- Managing Research & Development Portfolio at NASA -- Technology Roadmapping in the Automotive Sector -- The Process of Forming a Successful Medical Device at BIOTRONIK and Micro Systems Engineering, Inc -- Effective Qualification of Suppliers in Manufacturing -- Thermo Fisher Scientific Innovation Management Framework & Evaluation -- Elon Musk Transportation Projects -- Tesla Energy -- Future Of Transportation: Hyperloop -- R&D Management in Rare Disease Focused Biotechnology Companies: The Case of Shire -- Biogas: Converting Waste to Energy -- Assessing Barriers to Electric Assist Cargo Trike Delivery Technology: Implications in Last Mile Logistics in The United States. .
Sommario/riassunto	This book introduces readers to state-of-the-art cases and tools for managing innovation in today's rapidly changing business environment. It provides a wealth of methodological knowhow and guidance on practical applications, as well as case studies that reveal various challenges in technology and innovation management. Written by a mix of academic scholars and practitioners, the respective

chapters present tools and approaches for the early detection of emerging fields of innovation, as well as relevant processes and resources. The contributing authors hail from leading innovative companies including Google, Amazon, Intel, Daimler-Benz, and NASA.
