

1. Record Nr.	UNINA9910433246903321
Autore	Hippel Eric von
Titolo	The sources of innovation / / Eric von Hippel
Pubbl/distr/stampa	New York, : Oxford University Press, 1988
Descrizione fisica	1 online resource
Disciplina	338/.06
Soggetti	Technological innovations - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Bibliography: pages 123-130
Sommario/riassunto	<p>This seminal book has become essential reading for students taking courses in technology management and innovation, and for managers who are responsible for strategic planning. The author shows how the initiative to innovate can come not only from a manufacturer, but also from suppliers, and customers. The author calls these lead users, and the term has come into the business lexicon. A video course based on the book was produced by the MIT TV department and has been distributed to many business schools. The Sources of Innovation has become essential to an understanding of how and where technological innovation takes place. For the first time, the book shows how the assumption that technological innovation is generated by manufacturers is inaccurate. Innovation takes place where it creates the most value, and that can be in a variety of locations, from suppliers to end users. Understanding this fact can facilitate the innovation process, leading to faster and better processes and products.</p>