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Nota di contenuto	Contents; Preface; SECTION I: MANAGING NEW TECHNOLOGIES; Chapter 1 An Exploratory Analysis of TSS Firms: Insights from the Italian Nanotech Industry Vittorio Chiesa, Alfredo De Massis, and Federico Frattini; 1. Introduction; 2. Research Objectives and Methodology; 3. A Framework for Nanotechnology Firms Classification; 4. Emerging Business Models among Nanotech TSS Companies; 4.1. The empirical results; 5. Conclusions; References Chapter 2 Knowledge Creation Dynamics and Financial Governance: Crisis of Growth in Biotech Firms Anne-Laure Saives, Mehran Ebrahimi, Robert H. Desmarteau, and Catherine Garnier1. Introduction; 2. Theoretical Framework and Research Questions; 2.1. Biopharmaceutical knowledge and innovation creation; 2.2. Development cycle of biotechnology firms; 3. Methodology; 4. Discussion; 4.1. The different "modes of development" of high-tech companies; 5. What is the

Possible Conciliation between the Development Modes of High-Tech Knowledge Creating Firms?; 5.1. The "teleological rupture"
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Chapter 4 Impacts of RFID on Warehouse Management in the Retail Industry Louis-A. Lefebvre, Elisabeth Lefebvre, Samuel Fosso Wamba, and Harold Boeck1. Introduction; 2. Background; 2.1. Current context of the retail industry; 2.2. RFID early adopters in the retail industry; 2.3. Warehousing and the potential of RFID; 3. Methodology; 4. Results; 5. Conclusion and Future Research Avenues; References; Chapter 5 Factors Driving the Broadband Internet Growth in the OECD Countries Petri Kero; 1. Introduction; 2. Previous Studies; 3. Data Analysis and the Models
4. The Determinants of the Broadband Internet Diffusion in the OECD Countries5. Conclusions; References; Chapter 6 What Comes After "New-to-the-World" Product Success for a Small Firm? Utilize MOT Analysis and Implementation for Innovative Products and Competitive Lead Myra Urness; 1. Introduction; 2. Background - The Firm and Interventional Treatment; 3. MOT Strategy and Analysis Framework - Examples; 3.1. Example of one area in the technology landscape: The interventional field - Firm's current competitive analysis. Size of current competitors in interventional field (private and public)
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Sommario/riassunto

New developments in bio- and nanotechnologies and also in information and communication technologies have shaped the research environment in the last decade. Increasingly, highly educated experts in R&D departments are collaborating with scientists and researchers at universities and research institutes to develop new technologies. Transnational companies that have acquired various firms in different countries need to manage diverse R&D strategies and cultures. The new knowledge-based economy permeates across companies, universities, research institutes and countries, creating a cross-discipl
