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Titolo	Gaining momentum [[electronic resource]] : managing the diffusion of innovations // editors, Joe Tidd
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Altri autori (Persone)	TiddJoseph <1960->
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Soggetti	Diffusion of innovations Electronic books.
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Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Generic factors influencing the diffusion of innovations -- pt. 2. Sector-specific dynamics of diffusion -- pt. 3. Prediction of future patterns of diffusion.
Sommario/riassunto	Diffusion, or the widespread adoption of innovations, is a critical yet under-researched topic. There is a wide gap between development and successful adoption of an innovation. Therefore, a better understanding of why and how an innovation is adopted can help develop realistic management and business plans. Most books on this topic use a single-discipline approach to explain the diffusion of innovations. This book adopts a multi-disciplinary and managerial process approach to understanding and promoting the adoption of innovations, based on the latest research and practice. It will be of inte