1. Record Nr. UNINA9910555073003321 Autore Gilbert Patrick Titolo Innovation, research and development management / / Patrick Gilbert [and four others] Pubbl/distr/stampa London, UK:,: ISTE Hoboken, NJ:,: Wiley,, 2018 **ISBN** 1-119-55100-5 1-119-50734-0 1-119-55099-8 Edizione [1st edition] 1 online resource (235 pages) Descrizione fisica Disciplina 658.57 Soggetti Research, Industrial - Management Technological innovations - Management Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Sommario/riassunto In today's business environment, as organizations constantly seek to growth and develop through the optimization of their innovative and creative potential, understanding the critical issues and management practices in R & D is essential. This book provides a critical revaluation of the state of the art issues and concepts in R&D management. The views expressed are those of leading French researchers and professionals in this field, fed by empirical studies in national and

international firms.