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| 1. Record Nr. | UNINA9910782123403321 |
| Autore | Chiesa Vittorio |
| Titolo | R & D strategy and organisation [[electronic resource]] : managing technical change in dynamic contexts // Vittorio Chiesa |
| Pubbl/distr/stampa | New Jersey, : Imperial College Press, c2001 |
| ISBN | 1-281-86609-1 9786611866099 1-84816-163-8 |
| Descrizione fisica | 1 online resource (292 p.) |
| Collana | Series on technology management ; ; 5 |
| Disciplina | 658.57 |
| Soggetti | Technological innovations - Management Research, Industrial - Management Competition Organization |
| Lingua di pubblicazione | Inglese |
| 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 | CONTENTS ; PREFACE ; CHAPTER 1 INTRODUCTION ; 1.1 Key Concepts and Definitions ; 1.2 Technological Innovation ; 1.3 The Role of R&D within the Process of Technological Innovation ; 1.4 Implications on R&D Strategy and Organisation ; References and Further Readings PART I R&D STRATEGY CHAPTER 2 APPROACHES TO TECHNOLOGY STRATEGY ; 2.1 The Positioning Approach to Strategy ; 2.2 The Resource Based Approach to Strategy ; 2.3 About Rationalist and Incrementalist Approaches to Strategy ; References and Further Readings CHAPTER 3 FORMULATING TECHNOLOGY STRATEGY IN DYNAMIC CONTEXTS 3.1 Context Foresight ; 3.2 Technology Strategy Decisions ; 3.3 Types of Technology Strategies ; Appendix - Case Study ; References and Further Readings ; CHAPTER 4 R&D PROJECT |

PORTFOLIO DEFINITION

4.1 Fixing the R&D Budget Definition ; 4.2 R&D Project Evaluation ; 4.3 R&D Project Evaluation ; 4.4 R&D Project Selection ; 4.5 R&D Project Portfolio Analysis ; References and Further Readings ; PART II R&D ORGANISATION ; CHAPTER 5 THE ORGANISATIONAL STRUCTURE ; 5.1 The Structure of R&D Units ; 5.2 The Balance between Centralisation and Decentralisation ; 5.3 The Separation between R and D ; References and Further Readings ; CHAPTER 6 THE GEOGRAPHICAL DISPERSION OF R&D ACTIVITIES ; 6.1 Determinants of Geographical Centralisation and Decentralisation ; 6.2 Types of Foreign R&D Units

Sommario/riassunto

This book deals with key issues and trade-offs in R&D strategy and organisation, paying attention especially to dynamic competitive contexts where technology plays a key role. These topics are treated from the perspective of the decision taker, i.e. the manager who makes decisions in terms of R&D strategy and organisation. The book addresses typical problems of large firms having structured R&D and operating businesses where R&D is a source of competitive advantages. Although it focuses strongly on R&D, it sees R&D as a part (a key part) of the process of technological innovation, and therefo
