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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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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