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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
