Record Nr. UNINA9910812695803321

Autore Jin Zhouying

Titolo Global technological change [[electronic resource]]: from hard to soft

technology / / Zhouying Jin; translated by Kelvin W. Willoughby

Pubbl/distr/stampa Bristol, UK;; Portland,: Intellect Books, c2005

ISBN 1-280-47704-0

9786610477043 1-84150-920-5 1-84150-124-7

Edizione [1st ed.]

Descrizione fisica 1 online resource (316 p.)

Disciplina 303.483

Soggetti Technology - Social aspects

Globalization

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Note generali Bibliographic Level Mode of Issuance: Monograph

Nota di bibliografia Includes bibliographical references.

Nota di contenuto Front Cover -- Preliminary Pages -- Contents -- Preface to the English

Edition: Theodore Gordon -- Acknowledgements -- Introduction -- Chapter 1: What is Technology? -- A. The Evaluation of Technology -- B. A Fresh Understanding of Technology -- To Understand Another Paradigm of Technology -- Soft Technology -- 1. Many Hard Technologies Derived from Natural Science-based Knowledge are

Softening and Becoming 'Soft' Technology -- 2. The Process of

Transferring Hard Technologies: Commercialization and

Industrialization are 'Process Technologies' -- 3. Various Commercial Technologies are the Direct Driving Forces of Socio-economic Development -- 4. There is Technology in the Innovation Process of

Social Activity - Social Technology -- 5. The Innovation Process of Cultural and Artistic Activities is a Technology - Cultural Technology -- 6. Social Progress Requires the Integration of Technology and Art - Artistic Technology -- 7. The Diagnostic and Therapeutic Technology of Chinese Medicine: Another Type of Soft Technology - A Technology Derived from the Knowledge of Chinese Medicine and a Special

Problem-Solving Approach -- 8. Technology Focused on the Human Mind and Relationship between Mind/Body - Psychogenic Technology

and Psychosomatic Technology -- Conclusion - The Need to Renew the Notion of Technology -- C. What is Soft Technology? -- 1. Knowledge. Technology and Soft Technology -- 2. What is Soft Technology? -- 3. The Characteristics of Soft Technology -- D. The Classifications of Soft Technology -- 1. Classification According to Sources of Knowledge --2. Classification Depends on Operational Field -- 3. Classification Depends on Operational Resources -- E. Why Soft Technology Now? --1. Soft Technology Opens Up a New Discipline, a New Field of Research, Where the Value Creation Process is a Completely Different Paradigm. 2. The Characteristics of Soft Technology are Suited for Coping with the Challenges in the Twenty-first Century -- 3. Grasping the Orientation of Technological Progress and Direction of Innovation - To Adhere to a Correct Soft-Tech Operation and Soft Environmental Design -- 4. To Identify 'Non-Technological Factors', Unveiling the 'Black Boxes' of Total Factor Productivity -- 5. Revealing the Essence of Creating Value for Intellectual Capital -- F. Soft-Tech Trends and Challenges for the Future -- 1. Soft Technology is Transforming Hard Technology -- 2. More and More Soft Technologies are Creating New Industries -- 3. The Rapid Rise of New Soft Technology Fields -- 4. Increasing Soft Technology to Become High Technology -- 5. Intellectual Property of Soft Technology -- 6. Challenges for Soft-Tech Development --Chapter 2: Historical Antecedents of Soft Technology -- A. The History of Commercial Technology: A Brief Analysis -- 1. Currency Technology -- 2. Accounting Technology -- 3. Patent Technology -- 4. Advertising Technology - Technology of Propagandizing and Inducement -- 5. Insurance System -- 6. Management Technology -- 7. Stock Technology and Securities Technology -- 8. Merger and Purchasing Technology -- 9. Venture Capital Technology -- 10. Logistics Technology -- 11. Supply Chain Technology -- 12. Incubator Technology -- 13. Tactics Technology -- 14. Business Model and Management Pattern -- B. A Retrospective of Social Technology Development -- 1. Research about Relevant Social Problems in Industrial Countries -- 2. Innovation in Social Sciences and Social Technologies is Extremely Urgent -- 3. Distinguishing Social Science from Social Technology -- 4. Social Technology and Its Value -- 5. Social Resources -- 6. The Mechanism of Research Institutes -- 7. Virtual Technology and Organizational Innovation -- 8. Public Relations Technology.

C. Soft Technology and Thrice Industrial Revolutions -- D. Soft Science, Soft Series of Science & amp -- Technology (SSST) and Soft Technology -- 1. Research Course of Soft Science -- 2. Soft Series of Science & Course of Science -- 2. Soft Series of Science -- 2. -- Technology and Soft Science -- 3. From Soft Series of Science & amp -- Technology to Soft Technology -- Chapter 3: Soft Technology and Technological Competitiveness -- A. Knowledge and Technology are Merely Potential Sources of Competitiveness -- B. Where does Technological Competitiveness Come From? -- 1. Strong R& -- D Capacity is the Source for Creating Competitiveness -- 2. Soft Technology is the Tool for Creating Competitiveness -- 3. Hard Environments and Soft Environments are the Basic Conditions for Competitiveness - Beyond Technology: Institutions, Culture and Values -- 4. Exceeding the Power of Institutions - Cultural Innovation -- 5. The Three Key Factors of Competitiveness -- C. Comprehensive Competitiveness and Soft Power -- 1. How to Study Soft Power -- 2. From National Soft Power to Corporate Soft Power -- 3. Future 500: The Successful Case of Assisting Enterprises to Upgrade their Soft Power -- D. The Essence of the Gap Between Developed and Developing Countries -- 1. Keeping a Clear Head and Pinpointing of Their Own Strength and Weakness -- 2. To Actualize 'Leap Frog'

Development and Boost Institutional Innovation -- 3. The Serious Shortage of Soft-Tech Experts is the Core of This Gap Regardless of the National Level, Industrial Level or Enterprise Level -- Chapter 4: Soft Technology and Innovation -- A. The Functions of Soft Technology -- 1. Soft Technology Provides Innovation Ability of Hard Technology -- 2. Soft Technology is to Act as the Core Technology to Create Independent Industries - Providing Core Technology for Soft Industries -- 3. Soft Technology Provides Content and a Basis for Institutional Innovation.

- B. Soft Technology and Innovative Space -- C. Soft Technology and Institutional Innovation -- 1. The Essence of Institutional Innovation --2. Making Soft-Tech Institutionalization and 'Mechanism-ization' Keep Pace with Technological Innovation as well as Socio-Economic Development - The Enlightenment from Thousands of Years of Technology History and Hundreds of the History of Industrial Revolution -- 3. The Relative Rigidity of Institutions and the Difficulty of Institutional Innovation -- 4. Establishing an Institutional Audit and Evaluation System -- 5. The Limitations of Institutions -- 6. Technological Institutions -- D. Soft Technology and the Innovation System Framework -- 1. Innovation Approach and Technology Innovation System Framework -- 2. The Main Body of Innovative Activities and the System of Technological Innovation -- 3. The Advantages and Disadvantages of the Technological Innovation System in China -- E. Innovation and Corporate Competitiveness - Changing the Thinking Mode to Adjust to Corporate Strategy -- 1. Strategy Innovation - Opening Up and Adjusting the Business Divisions to Expand the Life Cycle of Enterprises -- 2. Strengthening the R& --D for Soft Technology -- 3. Organizational Innovation -- 4. Talent Strategy -- 5. Product Strategy -- 6. Market Innovation -- 7. Changes in Corporate Culture and Values - Shaping 'Good' Enterprises of the Twenty-first Century -- Chapter 5: Soft Industries -- A. Economic Softening and Soft Industry -- 1. Economic Softening in the Twentyfirst Century -- 2. The Softening of Primary Industries and the Agriculture Service Industry -- 3. Soft Industry -- 4. Soft Industries and So-called Creative Industries -- 5. The Characteristics of the Soft Industry -- B. Intellectual Service Industry -- 1. What is Service? -- 2. The Essence of Service and Service Innovation.
- 3. Service Economy and Intellectualization of Service Industry -- 4. The Intellectual Service Industry in the Narrow Sense -- C. Social Enterprise and Social Industry -- 1. More Attention is Being Given to Various Types of Social Industries -- 2. The Significance of Social Industry -- 3. The Social Market -- 4. The Characteristics of Social Capital and Social Industry -- 5. The Types of Social Industry -- 6. Education Industry --D. Cultural Industries -- 1. Culture and Cultural Values -- 2. Understanding of Cultural Industry -- 3. The Classification of Cultural Industries -- 4. Culture Service Industry -- 5. A Reflection on the Commercialization of Culture and Arts -- E. Think about the Future Industrial Structure -- 1. About High Technology and High-Tech Industry -- 2. Subdividing Service Industry -- 3. About Life Industry --Chapter 6: Soft Technology and the Fourth Generation of Technology Foresight -- A. The Evolution and Development of Technology Foresight -- 1. The Three Climaxes of Technology Foresight -- 2. From Technology Forecasting to Technology Foresight -- 3. The Theory of the Four Stages of Technology Foresight -- B. The Fourth Generation of Technology Foresight and Soft Technology -- 1. The Goals of Technology Foresight -- 2. Multiple Driving Forces of Technology and Technology Foresight -- 3. Soft Technology, Soft Environment and Technological Foresight -- 4. The Causal Analysis of the Failure of

Technology Forecasting -- 5. Technology Foresight in Developing Countries -- Postscript: The Principles for Development in the Twenty-first Century - Harmony, Balance, and Coexistence -- About the Author -- Bibliography -- Back Cover.

Sommario/riassunto

Is a powerful re-conception of technological options and innovative management which can help steer societies in assessing technologies for the 21st century. These soft technologies include management, education for creativity, good governance, prudent regulation, efficient banking as well as fostering systems thinking.