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strategy important? -- Innovation strategy in practice -- Types of innovation strategy -- Formulating an innovation strategy -- Building innovative capabilities -- Returns from innovation strategy -- Innovation strategy in SMEs -- Summary and conclusions -- 5 Networks and Communities -- Introduction -- What are networks and why are they important? -- Scientific networks -- Social capital -- Harnessing users for innovation -- Technological collaborations -- Why do firms collaborate to develop technology? -- The extent of technological collaboration -- The challenges of managing technological collaboration -- Organizational learning in networks and communities -- Trust in networks and communities -- Summary and conclusions -- 6 The Management of Research and Development -- Introduction -- Why do firms do R & D? -- Patterns of R & D expenditure -- Organizing R & D -- Managing research teams. Managing creativity in research -- Balancing research portfolios -- Managing international R & D -- Summary and conclusions -- 7 The Management of Product and Service Innovation -- Introduction -- What is a product or service innovation? -- The potential benefits of PSI -- Failure in PSI -- Encouraging successful PSI -- The role of design in PSI -- Summary and conclusions -- 8 Innovation in Operations and Processes -- Introduction -- What are operations? -- The innovation-operations conundrum -- Importance of operations for delivering innovation -- Industry, technology, and markets -- Techniques of operations and production management -- Lean production -- Automation -- Investment appraisal techniques -- The internal integration of operations and production -- The external integration of operations and production -- Innovation in processes -- Summary and conclusions -- 9 Delivering Value from Innovation -- Introduction -- Positioning in the value chain -- Private and social returns to innovation -- Selecting paths to market -- How to commercialize -- Standards -- Marketing technology products/downstream support -- Technology transfer -- Summary and conclusions -- 10 Five Future Challenges -- Managing technology-based competition -- Managing the new innovation process -- The role of government -- The role of basic research -- Sustainable business -- BIBLIOGRAPHY -- INDEX -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- X -- Y -- Z.

Sommario/riassunto

The management of technological innovation (MTI) is one of the most important challenges facing businesses today. This new edition combines the most relevant theoretical analysis with contemporary and historical empirical evidence to provide a comprehensive guide to the challenges of MTI.
