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4. The Determinants of the Broadband Internet Diffusion in the OECD Countries5. Conclusions; References; Chapter 6 What Comes After "New-to-the-World" Product Success for a Small Firm? Utilize MOT Analysis and Implementation for Innovative Products and Competitive Lead Myra Urness; 1. Introduction; 2. Background - The Firm and Interventional Treatment; 3. MOT Strategy and Analysis Framework - Examples; 3.1. Example of one area in the technology landscape: The interventional field - Firm's current competitive analysis. Size of current competitors in interventional field (private and public)
3.1.1. Example of product matrix of firm and current competition

Sommario/riassunto

New developments in bio- and nanotechnologies and also in information and communication technologies have shaped the research environment in the last decade. Increasingly, highly educated experts in R&D departments are collaborating with scientists and researchers at universities and research institutes to develop new technologies. Transnational companies that have acquired various firms in different countries need to manage diverse R&D strategies and cultures. The new knowledge-based economy permeates across companies, universities, research institutes and countries, creating a cross-discipl

