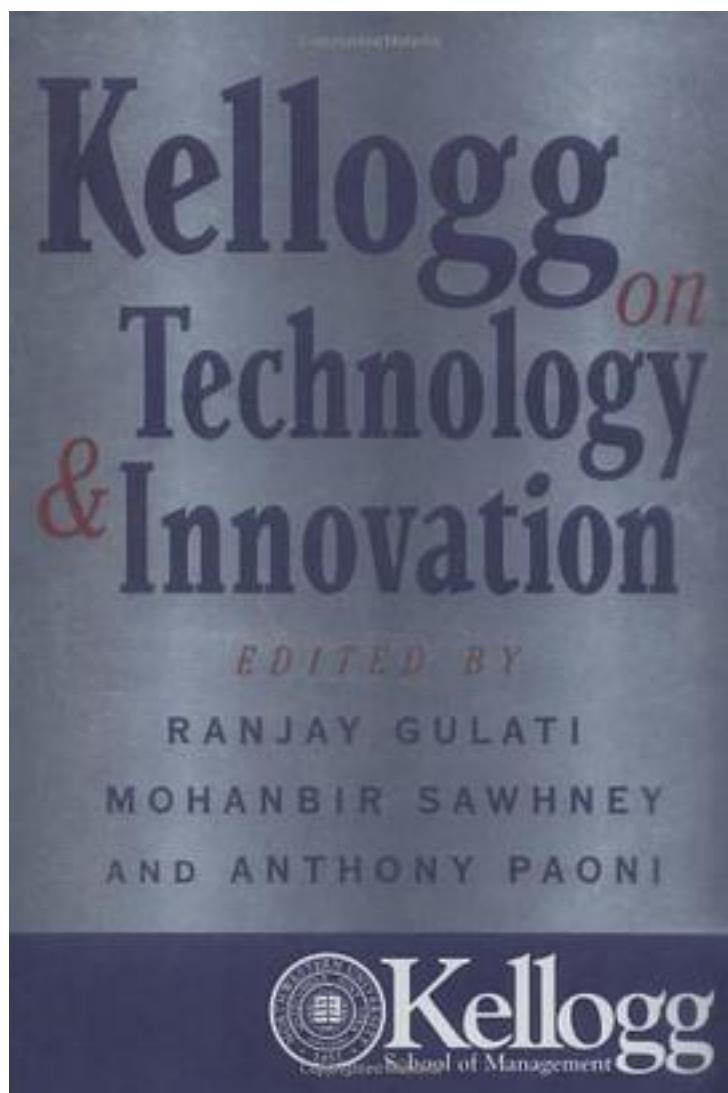


Kellogg on Technology and Innovation



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This book presents the future of business technology This book examines the exciting new technologies that will soon be entering the workplace. The experts from the Kellogg School of Management offer a uniquely business oriented approach and perspective on the subject. The editors provide not only an overview of the lure and promise of these domains but also a rich account of the business propositions underlying the commercialization of these efforts. There is also a discussion on alternative business models surrounding each technology as well as on the sources of value creation and those who will benefit from it.

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