

Managing Innovation



[Managing Innovation_ 下载链接1](#)

著者:Joe Tidd

出版者:Wiley

出版时间:2005

装帧:Paperback

isbn:9780470093269

Managing Innovation provides readers with the knowledge to understand, and the skills to manage, innovation at the operational and strategic levels. Specifically, it integrates the management of market, organizational and technological change to improve the competitiveness of firms and effectiveness of other organizations. The management of innovation is inherently interdisciplinary and multifunctional and Tidd, Bessant & Pavitt provide an integrative approach to the subject.

- * Two new perspectives are introduced through which to re-examine material presented in each chapter: sustaining versus disruptive innovation (a greater emphasis will be placed on disruptive innovation) and organizations versus networks (greater discussion of the network issues raised in each chapter).

- * Provides more treatment of innovation in services.

- * Greater internationalization of case examples will be provided e.g. more examples will be included from Asia and Latin America.

- * Introduces discussion of the relationship between innovation and the environment.

作者介绍:

目录:

[Managing Innovation 下载链接1](#)

标签

innovation

technology

business

management

Management

评论

[Managing Innovation_ 下载链接1](#)

书评

[Managing Innovation_ 下载链接1](#)