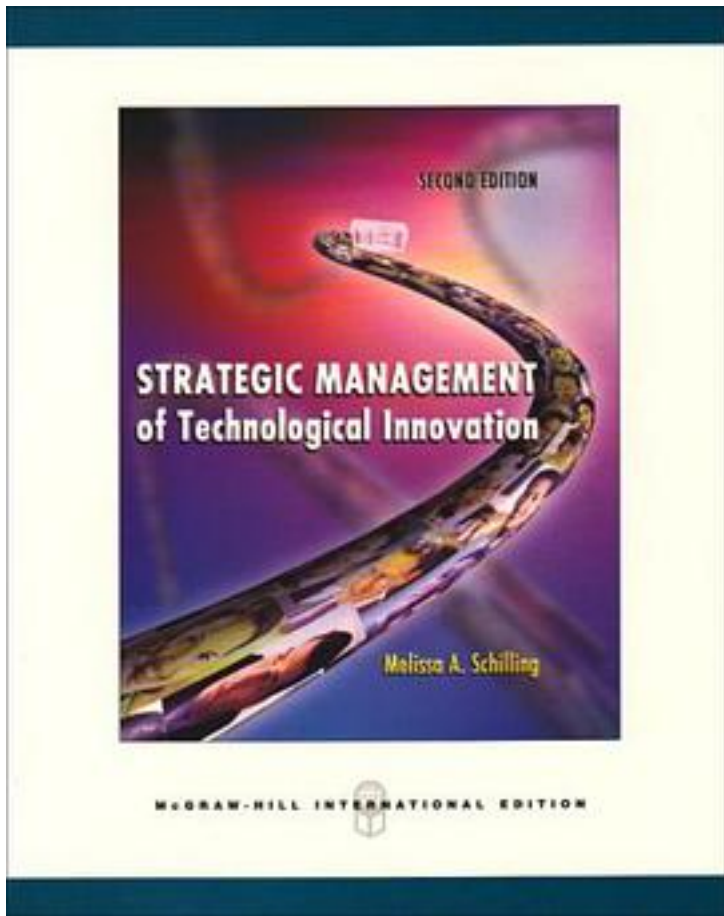


# Strategic Management of Technological Innovation



[Strategic Management of Technological Innovation\\_ 下载链接1](#)

著者:Melissa A Schilling

出版者:McGraw-Hill Higher Education

出版时间:2006-11-1

装帧:Paperback

isbn:9780073210582

"Strategic Management of Technological Innovation, 2e" by Melissa Schilling is the first comprehensive, rigorous and yet accessible text for the Technology and Innovation

Management course. Unlike other books, Schilling's approach synthesizes the major research in the field, providing students with the knowledge needed to enhance case discussion and analysis. The subject is approached as a strategic process, and as such, is organized to mirror the strategic management process used in most strategy textbooks, progressing from assessing the competitive dynamics of a situation, to strategy formulation, to strategy implementation. As a brief, affordable paperback, it is ideal to package with cases. Recommended case sets from the author are available through the Primis Custom Case Database or from the Harvard Business School Case Database.

作者介绍:

梅丽莎·A.希林 (Melissa A.Schilling)

目录:

[Strategic Management of Technological Innovation\\_下载链接1](#)

## 标签

InnovationManagement

教材

商科

Strategic

## 评论

2016-11-01

-----  
[Strategic Management of Technological Innovation\\_下载链接1](#)

## 书评

因为本书是我一门课的教材，故同时也在读意大利语版。翻译水准不容置疑，但是同时是否可以添加一些中国企业的案例？意文版在这点做得就很好。

-----  
[Strategic Management of Technological Innovation\\_下载链接1](#)