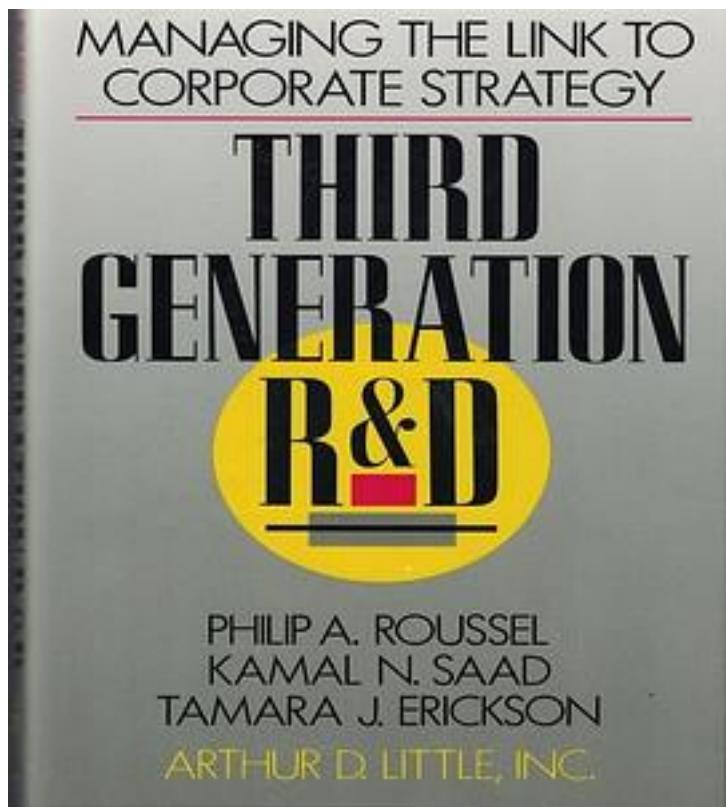


Third Generation R&D



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著者:Philip A. Roussel

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Written by three senior consultants from Arthur D. Little, this book provides managers with a new approach that will make R&D a truly competitive weapon. Relates how R&D management has evolved from the naive "strategy of hope" approach of the 1950s and 1960s, when companies spent lavishly in the vague expectation that something good would result, to the more systematic approach of the past two decades. The third generation of R&D is a pragmatic method for linking R&D to long-term business planning. It shows managers how to: integrate technology and research capabilities

with overall management and strategy; break down organizational barriers that isolate R&D from the rest of the company; foster a spirit of partnership and trust between R&D and other units; and create managed portfolios of R&D projects that match corporate goals.

作者介绍:

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标签

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评论

转了专业的缘故，赶在开学前储备点预备知识，每天闷头看超厚的英文书，懂了多少不知道，意志力真的变强了。

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书评

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