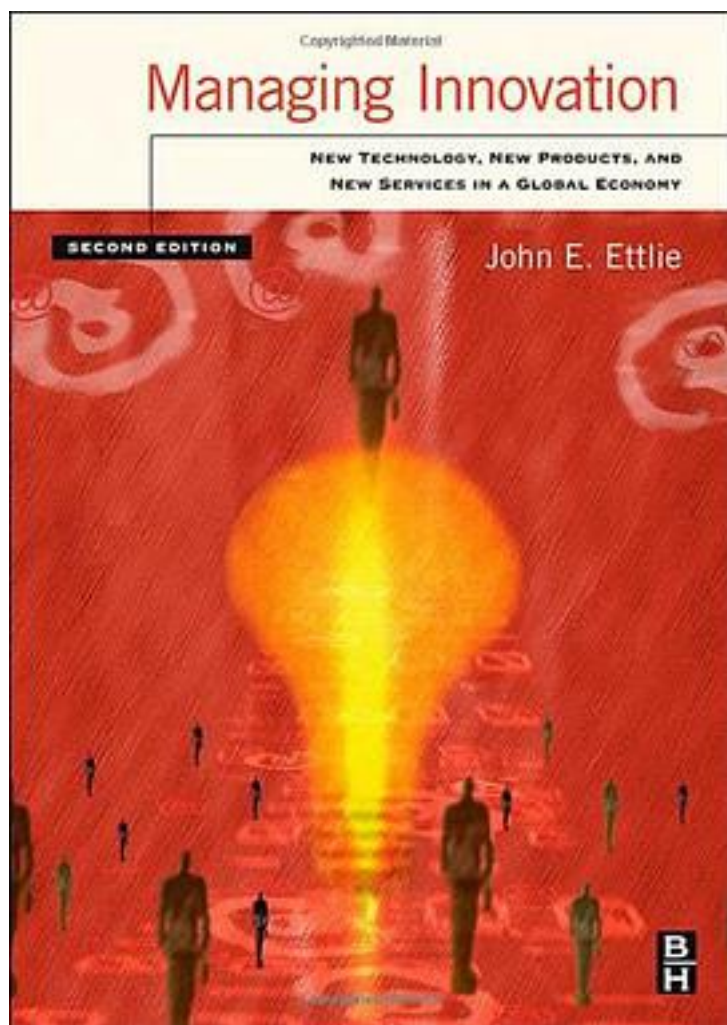


# Managing Innovation, Second Edition



[Managing Innovation, Second Edition\\_ 下载链接1](#)

著者:John E. Ettlie

出版者:Butterworth-Heinemann

出版时间:2006-4

装帧:Pap

isbn:9780750678957

Managing Innovation: New Technology, New Products, and New Services in a Global

Economy, 2nd Edition is devoted to providing a better understanding and better management of all of the causes and consequences of change that have technological implications in and around our global organizations. This text is a unique, original contribution and represents a significant alternative to the collection of chapters written by others.

The second edition has new cases with a few classics from the first edition that have been retained in response to reader feedback. The key subjects that are included have been significantly updated and treated in greater depth. The number of chapters has been reduced from 12 to 10 so it is easy to adapt to almost any course or training on the subject in any discipline or to any audience.

This exceptionally informative book provides a broad perspective on how technological change can be effectively managed in modern organizations. The text explains the conceptual frameworks supported by new and original case studies for start-up companies like Askmen.com, the complex challenges of managing international technology-based companies like NexPress (a joint venture of Kodak and Heidelberg) in the digital printing industry, and corporate sustainability using innovative new product technologies illustrated by the case of Evinrude's launch of the E-tec® outboard motor.

John E. Ettlie's three decades in the field of innovation as an instructor and researcher bring an exceptional perspective to this subject. His text is unique in its discussion of how technology has transformed the service sector. Few books on technology make the distinction between new offerings in manufacturing and the service sector which is emphasized in this text.

\* New and original case studies: Gillette Sensor Razor, HP Inkjet, IBM, Kodak Single Use Camera, Denver International Airport, Microsoft, Honda

\* Contains feedback from classroom testing and focuses intently on teaching the subject at the MBA level

作者介绍:

目录:

[Managing Innovation, Second Edition\\_ 下载链接1](#)

标签

评论

-----  
[Managing Innovation, Second Edition\\_下载链接1](#)

书评

-----  
[Managing Innovation, Second Edition\\_下载链接1](#)