

Managing Technology and Innovation for Competitive Advantage



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A core text for undergraduate/graduate-level courses in Management of Technology; a supplementary text for MIS courses and Strategy electives. The first text to provide an integrated, strategic view of management of technology, this theory/practice volume addresses the contemporary challenges general managers face today-e.g., globalization, time compression, technology integration-and explores several strategic approaches for dealing with them, from both a managerial and economic viewpoint. Several integrative themes-T-M matrix, environmental drivers, process of decision making, competitive versus collaborative approaches, and value creation-are followed throughout.

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