

Managing Innovation



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著者:Joe Tidd

出版者:John Wiley & Sons 4 edition

出版时间:2009-3-3

装帧:Paperback

isbn:9780470998106

Managing Innovation is an established, bestselling text for MBA, MSc and advanced undergraduate courses on management of technology, innovation management and entrepreneurship. It is also used widely by managers in both the service and manufacturing sectors. Now in its fourth edition, Managing Innovation has been fully revised and updated based on extensive user feedback to incorporate the latest findings and techniques in innovation management. The authors have included a new and more explicit innovation model, which is used throughout the book and have introduced two new features - Research Notes and Views from the Front Line - to incorporate more real life case material into the book. The strong evidence-based and practical approach makes this a must-read for anyone studying or working within innovation. An extensive website accompanies this text at www.managing-innovation.com. Readers can browse an online database of audio and video clips, as well as case study material, interactive exercises and tools for innovation, whilst lecturers can find additional support material including instructor slides and teaching guides and tips. "Tidd and Bessant's text has become a standard for students and practitioners of innovation. They offer a lively account on innovation management full of interesting and new examples, but one that at the same is rigorously anchored in what we have learned over the last thirty years on how to manage that ultimate business challenge of renewing products, processes, and business models. Those who want to innovate must read this book."

— Professor Arnoud De Meyer, Director, Judge Business School, University of Cambridge, UK "Innovation matters and this book by two leaders in the field which is clear and practical as well as rigorous should be essential reading for all seeking to study or to become involved in innovation."

— Chris Voss, Professor of Operations and Technology Management, London Business School "...comprehensive and comprehensible compendium on the management of innovation. It is very well organized and very well presented. A pedagogic tool that will work at multiple levels for those wishing to gain deeper insights into some of the most challenging and important management issues of the day."

— David J. Teece, Thomas W. Tusher Professor in Global Business, Haas School of Business, University of California, Berkeley, USA "Those of us who teach in the field of Innovation Management were delighted when the first edition of this book appeared 11 years ago. The field had long been in need of such a comprehensive and integrated empirically-based work. The fact that this is now the 4th edition is clear testimony to the value of its contribution. We are deeply indebted to the authors for their dedication and diligence in providing us with this updated and expanded volume."

— Thomas J. Allen, Howard W. Johnson Professor of Management, MIT Sloan School of Management, USA

作者介绍:

目录:

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标签

管理

創新

教材

创新管理

课本

设计

英國

歐洲

评论

一下午办晚上翻完了，真的只是翻完……whatsoever。/麻痹不看不行【。我真的是对创新啊互联网啊app啊一点兴趣都没有，这门课直接考虑做non-attending了【。

Developing the Framework for an Innovation Strategy

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书评

with essential concepts of innovation, basic but complete. would be better to look into 'me2' which with self-reflection. knowledge is one key, mindset is another key. keep your mind open for new inspirations, and keep practicing.

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