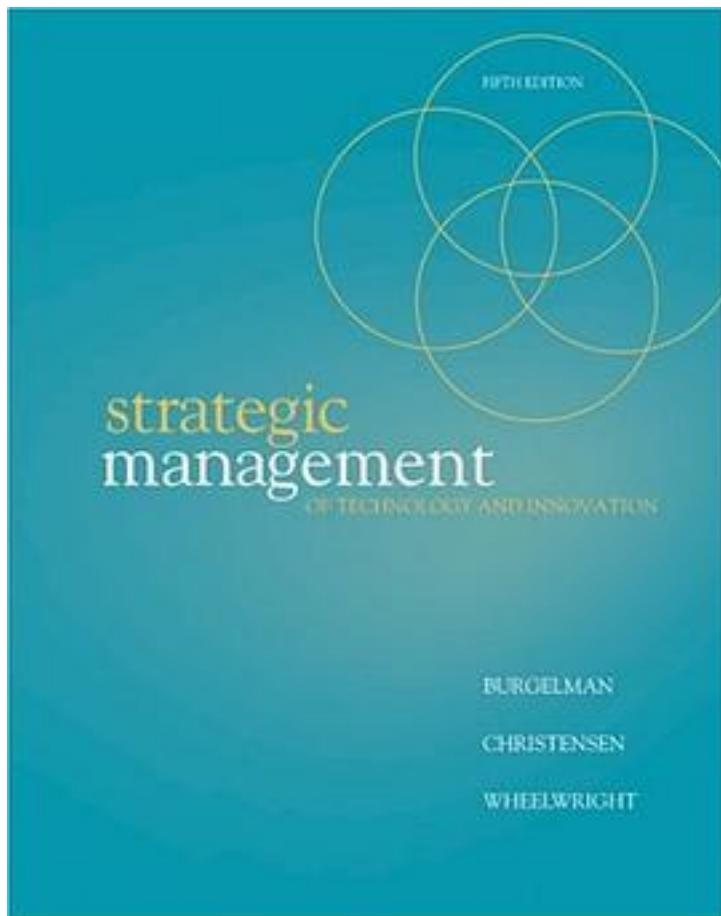


Strategic Management of Technology and Innovation



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The 5th Edition of Strategic Management of Technology and Innovation by Burgelman, Christensen, and Wheelwright continues its unmatched tradition of market leadership,

by using a combination of text, readings, and cases to bring to life the latest business research on these critical business challenges. Strategic Management of Technology and Innovation takes the perspective of the general manager at the product line, business unit, and corporate levels. The book not only examines each of these levels in some detail, but also addresses the interaction between the different levels of general management - for example, the fit between product strategy and business unit strategy, and the link between business and corporate level technology strategy. Each part of the book starts with an introductory chapter laying out an overall framework and offering a brief discussion of key tools and findings from existing literature. The remainder of each part offers a selected handful of seminar readings and case studies. Almost all of the cases deal with recent events and situations, including several that are concerned with the impact of the Internet. A few "classics" have been retained, however, because they capture a timeless issue or problem in such a definitive way that the historical date of their writing is irrelevant.

作者介绍:

目录: PART ONE

INTEGRATING TECHNOLOGY AND STRATEGY: A GENERAL MANAGEMENT

PERSPECTIVE

TECHNOLOGICAL INNOVATION 13

CASE I-1

Elio Engineering, Inc. 13

READING I-1

Profiting from Technological Innovation: Implications for Integration, Collaboration, Licensing, and Public Policy32

CASE I-2

Advent Corporation 49

READING I-2

How to Put Technology into Corporate Planning62

TECHNOLOGICAL INNOVATION AND STRATEGY 67

CASE I-3

Electronic Arts in 1995 67

CASE I-4

Electronic Arts in 2002 83

READING I-3

The Core Competence of the Corporation102

READING I-4

What Is Strategy? 113

READING I-5

The Art of High-Technology Management 130

PART TWO

DESIGN AND IMPLEMENTATION OF TECHNOLOGY STRATEGY: AN

EVOLUTIONARY PERSPECTIVE

TECHNOLOGICAL EVOLUTION 157

CASE II-1

Asymmetric Digital Subscriber Line: Prospects in 1997157

READING II-1

Management Criteria for Effective Innovation172

CASE II-2

The Optical Components Industry: A Perspective179

CASE II-3	
CIENA Corporation	189
READING II-2	
Patterns of Industrial Innovation	202
READING II-3A	
Exploring the Limits of the Technology S-Curve. Part I: Component Technologies	208
READING II-3B	
Exploring the Limits of the Technology S-Curve. Part II: Architectural Technologies	227
CASE II-4	
Hewlett-Packard's Merced Decision	233
READING II-4	
Customer Power, Strategic Investment, and the Failure of Leading Firms	245
CASE II-5	
Making SMaL Big: SMaL Camera Technologies	265
READING II-5	
Disruption, Disintegration and the Dissipation of Differentiability	278
INDUSTRY CONTEXT	303
CASE II-6	
The U.S. Telecommunications Industry: 1996?1999	303
CASE II-7	
Slouching Toward Broadband	318
CASE II-8	
The PC-Based Desktop Video-Conferencing Systems Industry in 1998	330
CASE II-9	
SAP America	348
READING II-6	
Crossing the Chasm?and Beyond	362
READING II-7	
Competing Technologies: An Overview	368
CASE II-10	
Digital Distribution and the Music Industry in 2001	378
READING II-8	
Finding the Balance: Intellectual Property in the Digital Age	398
READING II-9	
Note on New Drug Development in the United States	410
CASE II-11	
Eli Lilly and Company: Drug Development Strategy	415
ORGANIZATIONAL CONTEXT	431
READING II-10	
Gunfire at Sea: A Case Study of Innovation	431
READING II-11	
Architectural Innovation: The Reconfiguration of Existing Product Technologies and the Failure of Established Firms	441
CASE II-12	
Intel Corporation: The DRAM Decision	454
READING II-12	
Strategic Dissonance	478
CASE II-13	
Intel Corporation: Strategy for the 1990s	490
CASE II-14	
Managing Innovation at Nypro, Inc.	501

READING II-13	
Intraorganizational Ecology of Strategy Making and Organizational Adaptation: Theory and Field Research	511
CASE II-15	
Hewlett-Packard: The Flight of the Kittyhawk	529
READING II-14	
Meeting the Challenge of Disruptive Change	541
STRATEGIC ACTION	550
READING II-15	
Strategic Intent	550
READING II-16	
Strategy as Vector and the Inertia of Coevolutionary Lock-In	562
CASE II-16	
Inside Microsoft: The Untold Story of How the Internet Forced Bill Gates to Reverse Course	587
CASE II-17	
Charles Schwab & Co., Inc., in 1999	592
CASE II-18	
Amazon.com: Evolution of the E-Tailer	610
CASE II-19	
Display Technologies, Inc. (Abridged)	629
CASE II-20	
Rambus Inc.	642
PART THREE	
ENACTMENT OF TECHNOLOGY STRATEGY?DEVELOPING A FIRM?S INNOVATIVE CAPABILITIES	
INTERNAL AND EXTERNAL SOURCES OF TECHNOLOGY	671
READING III-1	
The Lab That Ran Away from Xerox	671
CASE III-1	
Du Pont Kevlar? Aramid Industrial Fiber	674
READING III-2	
Transforming Invention into Innovation: The Conceptualization Stage	682
READING III-3	
Technology Markets, Technology Organization, and Appropriating the Returns from Research	690
READING III-4	
The Transfer of Technology from Research to Development	708
READING III-5	
Absorptive Capacity: A New Perspective on Learning and Innovation	716
CASE III-2	
NEC: A New R&D Site in Princeton	732
CASE III-3	
Cisco Systems, Inc.: Acquisition Integration for Manufacturing	745
CASE III-4	
PlaceWare: Issues in Structuring a Xerox Technology Spinout	762
READING III-6	
Making Sense of Corporate Venture Capital	773
linking new technology and novel customer needs	781
CASE III-5	
Innovation at 3M Corporation	781
READING III-7	
Note on Lead User Research	794

CASE III-6	
What's the BIG Idea? 801	
CASE III-7	
Intel Corporation: The Hood River Project	816
READING III-8	
Discovery-Driven Planning	838
READING III-9	
Living on the Fault Line	846
INTERNAL CORPORATE VENTURING	869
CASE III-8	
Cultivating Capabilities to Innovate: Booz Allen & Hamilton	869
CASE III-9	
Cisco Systems, Inc.: Implementing ERP	877
CASE III-10	
R. R. Donnelley & Sons: The Digital Division	889
CASE III-11	
3M Optical Systems: Managing Corporate Entrepreneurship	902
READING III-10	
Managing the Internal Corporate Venturing Process: Some Recommendations for Practice	915
READING III-11	
Ambidextrous Organizations: Managing Evolutionary and Revolutionary Change	
	925
PART FOUR	
ENACTMENT OF TECHNOLOGY STRATEGY? CREATING AND	
IMPLEMENTING A DEVELOPMENT STRATEGY	
NEW PRODUCT DEVELOPMENT	957
CASE IV-1	
Product Development at Dell Computer Corporation	957
READING IV-1	
Communication Between Engineering and Production: A Critical Factor	970
READING IV-2	
The New Product Learning Cycle	977
CASE IV-2	
Eli Lilly: The Evista Project	990
CASE IV-3	
Team New Zealand	1005
READING IV-3	
Organizing and Leading ?Heavyweight? Development Teams	1012
READING IV-4	
The Power of Product Integrity	1023
BUILDING COMPETENCES/CAPABILITIES THROUGH NEW PRODUCT	
DEVELOPMENT	1035
CASE IV-4	
Braun AG: The KF 40 Coffee Machine (Abridged)	1035
READING IV-5	
Creating Project Plans to Focus Product Development	1051
CASE IV-5	
Improving the Product Development Process at Kirkham Instruments Corporation	1062
CASE IV-6	
We've Got Rhythm! Medtronic Corporation's Cardiac Pacemaker Business	1076
READING IV-6	
The New Product Development Map	1089
READING IV-7	

Accelerating the Design-Build-Test Cycle for Effective New Product Development1098

PART FIVE

CONCLUSION: INNOVATION CHALLENGES IN ESTABLISHED FIRMS

CASE V-1

Apple Computer, 1999 1110

CASE V-2

Intel Beyond 2003: Looking for Its Third Act1127

READING V-1

Building a Learning Organization1162

READING V-2

The Power of Strategic Integration1174

Index 1183

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