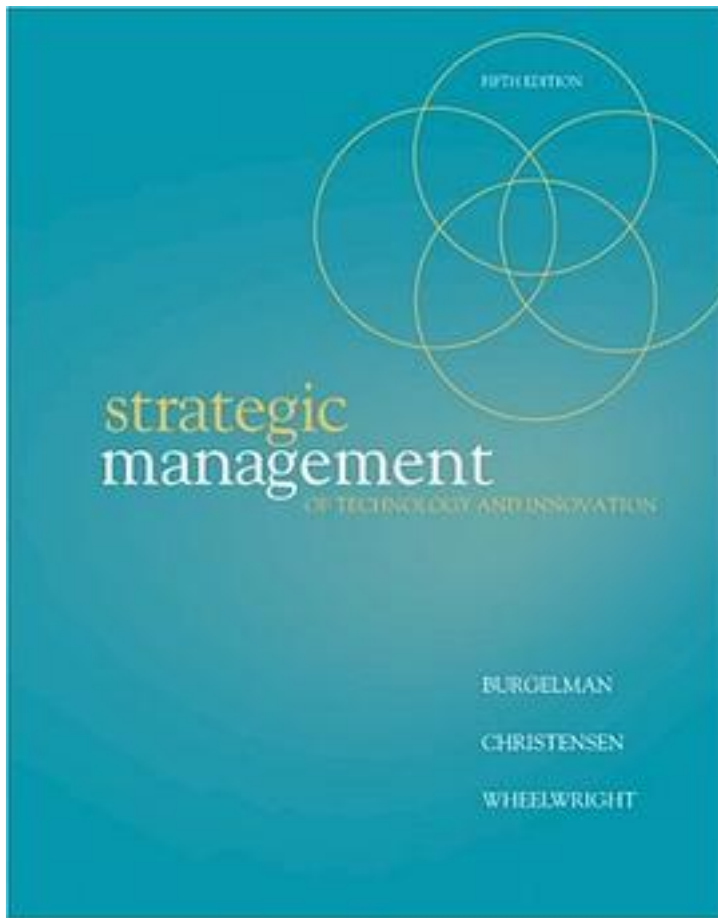


# Strategic Management of Technology and Innovation



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出版者:McGraw Hill Higher Education

出版时间:2008-2-1

装帧:Paperback

isbn:9780071263290

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 Policy 32

CASE I-2

Advent Corporation 49

READING I-2

How to Put Technology into Corporate Planning 62

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 Corporation 102

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 1997 157

READING II-1

Management Criteria for Effective Innovation 172

CASE II-2

The Optical Components Industry: A Perspective 179

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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