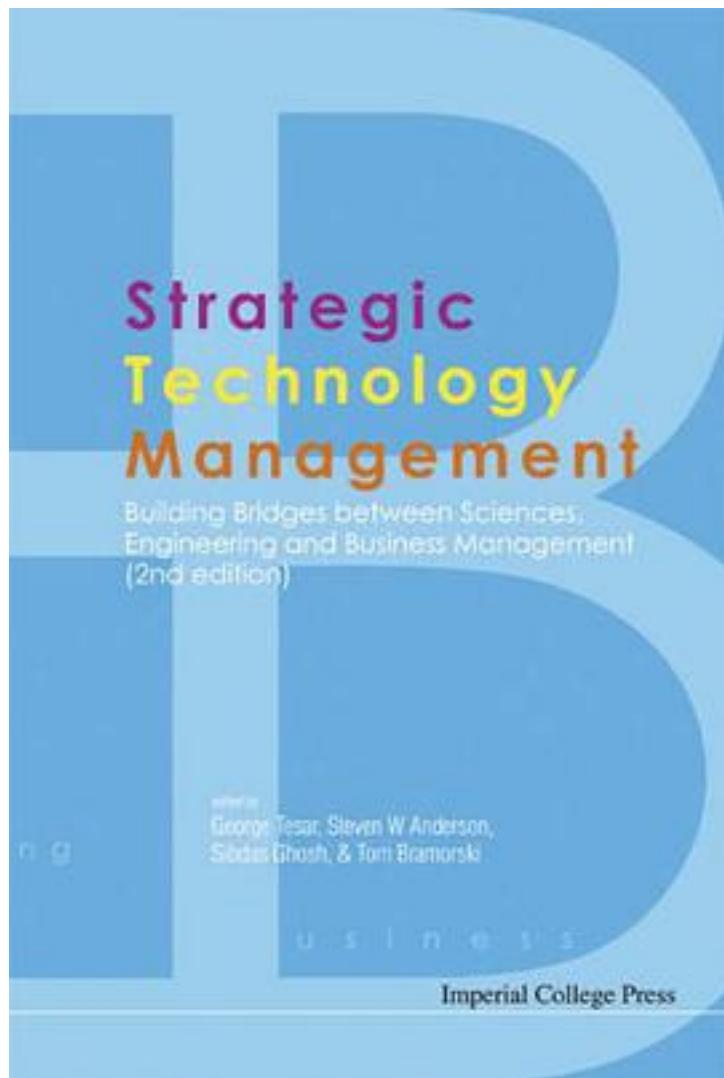


Strategic Technology Management



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Two recent major trends in today's complex and competitive high technology global society have underscored the importance for a textbook on strategic technology management. The first is the desire of major global corporations and high technology firms to hire graduates who are able to understand engineering and science, and make sound strategic business decisions. The second is the increasing interest among engineering and science students to take courses in business management.

This invaluable book attempts to bridge business and scientific management practices so as to foster better understanding between the two entities. The second edition is updated with interesting case studies on biomedical and renewable technologies.

Contents: Managing the Creative Process in a Cross-Functional Global Environment; Product Concept Development in a Competitive Market Place; Business Analysis and Market Potential; Getting a Product from the Laboratory to the Market; Commercialization of New Technology.

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