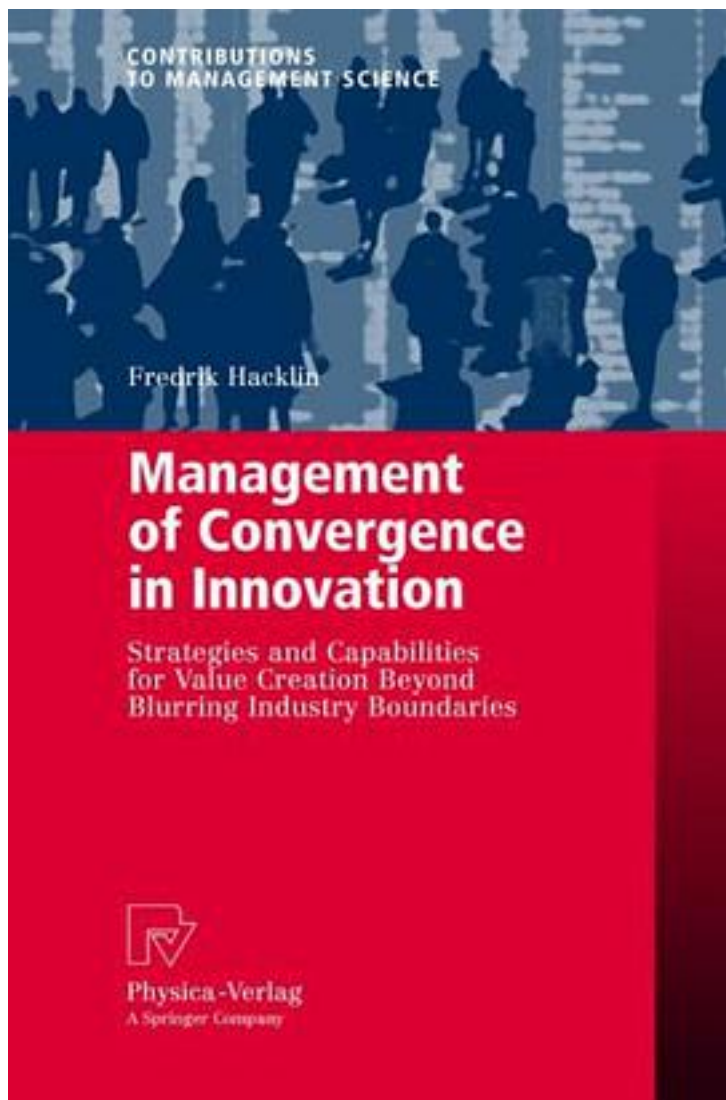


Management of Convergence in Innovation



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Throughout the past decade, the phenomenon of technological convergence has increasingly gained managerial attention. In this special form of technological change, the coming-together of previously distinct knowledge bases gives rise to the creation of new applications and business models. When such innovations emerge at the intersection of industries, the resulting creative destruction may exceed previously established industry boundaries. As a consequence, convergence does not only promise the creation of new value, but may imply significant disruptions to established industries. Based on investigating 26 firms within the ICT industry, this book highlights implications of the convergence phenomenon on firms' innovation management practices, and derives strategic guidelines for building and sustaining business models beyond blurring industry boundaries.

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