



Strategic management of technology and innovation /

Burgelman, Robert A.

McGraw-Hill/Irwin,
2001

Fallstudiensammlung

Monografía

"Now in its third edition, Burgelman, Maidique, and Wheelwright is the market leading text for the strategic management of technology and innovation. This book covers the latest research by using a combination of text, readings, and cases. In this new edition, the book retains its strong case foundation with selections from Harvard and Stanford but also has updated readings and chapters. Classic cases such as Intel have been kept, while newer cases such as Microsoft, Cisco Systems, and 3M have been added. There is also a strong set of readings from sources such as Harvard Business Review, California Management Review, and Sloan Management Review."--Jacket

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Título: Strategic management of technology and innovation Robert A. Burgelman, Modesto A. Maidique, Steven C. Wheelwright

Edición: 3rd ed

Editorial: Boston McGraw-Hill/Irwin 2001

Descripción física: xiii, 990 pages illustrations 26 cm

Tipo Audiovisual: Organizational change Strategic planning Technological innovations

Bibliografía: Includes bibliographical references and indexes

Contenido: Part I. Introduction: Integrating technology and strategy --) Technology and strategy: a general management perspective -- Technology and the general manager -- Part II. Design and evolution of technology strategy --) Distinctive technological competencies and capabilities -- Technological evolution -- Industry context -- Organizational context -- Strategic action -- Part III. Enactment of technology strategy: developing the firm's innovative capabilities --) Designing and managing systems for corporate innovation -- Technology sourcing -- Corporate innovation -- Part IV. Enactment of technology strategy: creating and implementing a development strategy --) New product development -- Building competencies/capabilities through new product development -- Part V. Conclusion: innovation challenges in established firms)

ISBN: 0072312831 9780072312836 0071189335 9780071189330

Materia: Technological innovations- Management New products- Management High technology industries- Management Innovaciones tecnológicas- Administración Nuevos productos- Administración Industrias de alta tecnología- Administración High technology industries- Management. fast New products- Management. fast Technological innovations- Management. fast Research and Development. gtt Strategisch management. gtt Technische vernieuwing. gtt Innovationsplanung. gnd Strategisches Management. gnd Technische Innovation. gnd Technologiemanagement. gnd Unternehmen. gnd Strategisches Management. swd Innovationsplanung. swd

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Enlace a formato físico adicional: Online version Burgelman, Robert A. Strategic management of technology and innovation. -- 3rd ed. -- Boston : McGraw-Hill/Irwin, 2001. (OCoLC)647213145

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