



Strategic management of technology and innovation /

Burgelman, Robert A.

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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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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)

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