

Managing Innovation Integrating Technological Market And Organizational Change

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Managing Innovation Integrating Technological Market

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Managing Innovation is the bestselling text for graduate and undergraduate students and a classic in the field. Emphasizing practical, evidence based tools and resources, this title provides students with the knowledge base to successfully manage innovation, technology, and new product development. The holistic approach addresses the interplay between the markets, technology, and the organization, while relating the unique skill set required to manage innovation and innovation processes.

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It integrates the management of market, technological and organizational change to improve the competitiveness of firms and effectiveness of other organizations. The analysis suggests that it is no longer sufficient to focus on a single dimension of innovation, as technological, market, and organizational change interact.

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Managing Innovation helps address the practicalities of the challenge and places them firmly in today's new environment, where technology is changing faster and faster.

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3 Credits Managing Technological Change & Innovation MG-GY8653 The course focuses on effectively managing technological change and innovation, which is accomplished with a dual perspective. One perspective is based on individual, group and organizational theory, research and practice.

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People-Change-Technology Type The focus of activity for this type of change agent is the individual. The change ... development and innovation: Managing the unmanageable. New York, NY: Wiley. ... Managing innovation: Integrating technology, market and organizational change. New York, NY: Wiley.

Managing Change: The Role of the Change Agent

Managing Innovation provides readers with the knowledge to understand, and the skills to manage, innovation at the operational and strategic levels. Specifically, it integrates the management of market, organizational and technological change to improve the competitiveness of firms and effectiveness of other organizations.

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Managing Innovation is an established, bestselling text for MBA, MSc and advanced undergraduate courses on management of technology, innovation management and entrepreneurship. It is also used widely by managers in both the service and manufacturing sectors.