

Strategic management of technological innovation

Schilling, Melissa A, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20419119&lokasi=lokal>

Abstrak

This is the first comprehensive and rigorous, yet accessible text for the Technology and Innovation Management course. Unlike other books, Schilling's approach synthesizes the major research in the field, providing students with the knowledge needed to enhance case discussion and analysis. The subject is approached as a strategic process, and as such, is organized to mirror the strategic management process used in most strategy textbooks, progressing from assessing the competitive dynamics of a situation, to strategy formulation, to strategy implementation. As a brief, affordable paperback, it is ideal to package with cases.