

Strategic Management Of Technological Innovation By

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~~Management of Technological Innovation lecture: Week 4, Part 4~~

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~~Amazon.com: Strategic Management of Technological~~

This textbook, Strategic Management of Technological Innovation, is the number one innovation strategy text in the world. She also recently published Quirky:The Remarkable Story of the Traits, Foibles, and Genius Breakthrough Innovators Who Changed the World.

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Strategic Management of Technological Innovation, 4e by Melissa Schilling 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.

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Furthermore, strategic refers to strategic technology management as being separate own disciple itself apart from other managements like innovation management and R&D management which surrounds technology management activities. Thus, strategic technology management is placed or considered apart from other types of management in practice.

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