

Strategic Management of Technological Innovation

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Technology and Innovation for Marketing Eleonora Pantano, Clara Bassano, Constantinos-Vasilios Priporas, 2018-08-28 Marketers have recently witnessed an explosion of technology based innovation that has profoundly affected their management and strategy This technology can be a gift enabling them to get closer to their customers and their needs or a poisoned chalice should they fail to keep up with technology innovation and find themselves or their products irrelevant In this book Eleonora Pantano Clara Bassano and Constantinos Vasilios Priporas describe this phenomenon as the consumer pull vs technology push that forces marketing strategists to innovate to survive and thrive It is a guide to the emerging approaches to marketing prompted by the impact of innovation and technology in order to help students scholars and practitioners work innovation and change to their best advantage Including a wealth of empirical and theoretical contributions models approaches methods tools and case studies this book is essential reading for marketing strategy digital marketing and innovation students as well as marketing practitioners

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responses have emerged that focus on the support of new venture creation small business growth and idea generation and commercialization While there is a wealth of research about entrepreneurship in general less attention has been given to the development of new tools and programs in support of entrepreneurial activities and to the ways in which the emergence the character and the types of entrepreneurship policies might differ between countries In particular the transatlantic perspective is of special interest because of the pioneering role of the United States in this area and also due to the European Union s focus on economic competitiveness The contributions included in this book explore the emergence of entrepreneurship policies from a transatlantic comparative perspective and address different aspects of entrepreneurship policies including local entrepreneurship policies and the relationship between knowledge based industries and entrepreneurship policies

Proceedings of the 2nd International Conference: Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences Christos Frangos,2009 Strategic Management of Technology and Innovation Robert A. Burgelman,Clayton Christensen,Steven C. Wheelwright,2004 The 4th Edition of Strategic Management of Technology and Innovation by Burgelman Christensen and Wheelwright continues its unmatched tradition of market leadership by using a combination of text readings and cases to bring to life the latest business research on these critical business challenges New co author Clay Christensen provides his insights on innovation management and new market entries through several new cases Approximately 40% of the cases are entirely new to this edition Strategic Management of Technology and Innovation takes the perspective of the general manager at the product line business unit and corporate levels The book not only examines each of these levels in some detail but also addresses the interaction between the different levels of general management for example the fit between product strategy and business unit strategy and the link between business and corporate level technology strategy Each part of the book starts with an introductory chapter laying out an overall framework and offering a brief discussion of key tools and findings from existing literature The remainder of each part offers a selected handful of seminar readings and case studies Almost all of the cases deal with recent events and situations including several that are concerned with the impact of the Internet A few classics have been retained however because they capture a timeless issue or problem in such a definitive way that the historical date of their writing is irrelevant

Management Innovation and Entrepreneurship Monaliz Amirkhanpour,Georgia Sakka,Demetris Vrontis,2015-10-05 This book consists of various chapters which focus on the wider contexts of management innovation entrepreneurship and human resource management practices Furthermore the contributions are authored by scholars from all over the world allowing the book to adopt a truly global perspective Innovation is without doubt the foundation of economic growth and corporate prosperity while entrepreneurship on the other hand provides all the necessary mobilization for this growth and prosperity Human Resource Management practices safeguard internal relationship approaches sustainability and efficiency The book provides detailed insights into subjects as diverse as innovation competitiveness innovative business human resource

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