DESCRIPTION

This first edition of Strategic Innovation Management is an exciting new addition to the established bestselling texts Managing Innovation and Innovation and Entrepreneurship written by Joe Tidd and John Bessant. Aimed at students taking courses in business studies and management, as well as non-specialist courses in other disciplines, this book provides a practical and accessible evidence-based approach to managing innovation in a wide range of contexts, including: manufacturing, services, small to large organizations and the private, public and third sectors.

The text has been designed to be fully integrated with the Innovation Portal at www.innovation-portal.info, which contains an extensive collection of additional resources for both lecturers and students including teaching resources, case studies, media clips, innovation tools, seminar and assessment activities and over 300 test-bank questions.

ABOUT THE AUTHOR

Joe Tidd is Professor of Technology and Innovation Management at SPRU (Science and Technology Policy Research), University of Sussex, UK and visiting Professor at University College London.

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• **Author profile** - this new text has been written by the authors of the market-leading textbook on innovation and technology management for MBA and Masters level courses.

• **Meeting requirements of lecturers and students** - written specifically to meet the needs of the growing number of students taking elective courses in innovation at undergraduate level.

• **Fully integrated with the Innovation Portal at** www.innovation-portal.info

Regularly updated, the Innovation Portal features:

• 70 Case studies, by chapter, theme and tags

• 40 Media clips, both video and audio

• 75 innovation Tools, by task, theme or alphabetically

• 50 Activities for student seminars and assessments

• Question and test-bank of 300 Q&A

• Instructor resources, including suggested course outlines, content and PowerPoints

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