Competitive Advantage in SMEs: Organising for Innovation and Change
Oswald Jones (Editor), Fiona Tilley (Editor)

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DESCRIPTION

Competitive Advantage in SMEs draws on up-to-date empirical evidence to illustrate how SMEs can become more innovative through the introduction of new products and services. Discusses the effective and efficient use of information technology by broadening management skills and knowledge.

ABOUT THE AUTHOR

Oswald Jones is Professor of Innovation and Entrepreneurship at Manchester Metropolitan University.

Fiona Tilley recently left Manchester Metropolitan University to join the School of the Environment at Leeds University as Lecturer in Environment and Business.

FEATURES

The book draws on up-to-date empirical data and the latest research to illustrate ways in which SMEs can become:

- More innovative by introducing new products and services
· More effective through better use of information technology

· More efficient by broadening management skills and knowledge

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