Managing Innovation: Integrating Technological, Market and Organizational Change, 5th Edition
Joe Tidd, John R. Bessant

DESCRIPTION

Managing Innovation is an established, bestselling text for MBA, MSc and advanced undergraduate courses on innovation management, management of technology, new product development and entrepreneurship. It is also widely used by managers in both the services and manufacturing sectors.

Now in its fifth edition, Managing Innovation has been fully revised and now comes with a fully interactive e-book housing an impressive array of videos, cases, exercises and tools to bring innovation to life. The book is also accompanied by the Innovation Portal at www.innovation-portal.info which contains an extensive collection of additional digital resources for both lecturers and students.

Features:

• The Research Notes and Views from the Front Line feature boxes strengthen the evidence-based and practical approach making this a must read for anyone studying or working within innovation

• The Innovation Portal www.innovation-portal.info is an essential resource for both student and lecturer and includes the Innovation Toolkit – a fully searchable array of practical innovation tools along with a compendium of cases, exercises, tools and videos
• The interactive e-book that accompanies the text provides enriched content to deepen the readers understanding of innovation concepts

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💎 ABOUT THE AUTHOR

Joe Tidd is Professor of technology and information management at SPRU (Science and Technology Policy Research) and visiting Professor at University College London, Cass Business School, Copenhagen Business School, and Rotterdam School of Management. Dr Tidd was previously Head of the Management of Innovation Specialisation and Director of the Executive MBA Programme at Imperial College.

John Bessant holds the Chair in Innovation and Entrepreneurship at Exeter University where he is also Research Director. In 2003, he was awarded a Fellowship with the Advanced Institute for Management Research and was also elected a Fellow of the British Academy of Management. He served on the Business and Management Panel of both the 2001 and 2008 Research Assessment Exercises. He has acted as advisor to various national governments and to international bodies including the United Nations, The World Bank and the OECD.

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毵 NEW TO EDITION

• A focus on the needs of lecturers with a wealth of digital content to support teaching

• Included with each new copy of Managing Innovation, 5e students have access to the entire text as an interactive e-Book featuring a wealth of embedded media.

• A new innovation portal at www.innovation-portal.info providing access to an impressive range of
cases, tools and video that bring innovation to life

• An overview of the history and development of concepts and research on innovation management, from Schumpeter to Chesbrough

• A more explicit review of Open Innovation concepts and research, in addition to current material on collaboration and networks

• Greater coverage of innovative business models and intellectual property, social innovation and entrepreneurship

• Expanded discussion of supplier-led and user-innovation

• Innovation in BRIC economies, challenges and new models

Designed to meet the needs of lecturers, new online resources include:

• Seminar and tutorial plans for key themes, along with written case study, video and guide Q&A with learning outcomes

• Integral case studies crossing themes and chapters

• A fully revised and searchable toolkit with an Innovation App

FEATURES

• A new edition of a best-selling text for MBA, MSc and advanced undergraduate courses on management of technology, innovation management and entrepreneurship.

• Offers a complete framework for thinking about innovation across technological, market and organizational perspectives, while integrating the latest developments in the field.
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