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.

**John Bessant** holds the Chair in Innovation and Entrepreneurship at Exeter University where he is also Research Director.
FEATURES

• 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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