Managing Innovation: Integrating Technological, Market and Organizational Change, 6th Edition
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DESCRIPTION

Managing Innovation is the bestselling text for graduate and undergraduate students and a classic in the field. Emphasizing practical, evidence based tools and resources, this title provides students with the knowledge base to successfully manage innovation, technology, and new product development. The holistic approach addresses the interplay between the markets, technology, and the organization, while relating the unique skill set required to manage innovation and innovation processes.

The sixth edition of Managing Innovation continues to include the popular “Innovation in Action” sections in each chapter which are now newly titled Case Studies, and also features a number of new cases, updated and new research notes and references, and links to videos, audio interviews, activities, and case studies. The sixth edition also features new material on emerging innovation themes, including business model innovation, user innovation, crowd-sourcing, creativity, entrepreneurship, service innovation, public services, and more.

The rapid pace of the field's evolution has brought an increase in multi-disciplinary approaches and skills, while expanding the available tool kit and pushing the boundaries of possibility forward. This text provides expert navigation through the abundance of new data, new methods, new concepts, and approaches — but it is designed to encourage and support tailored experimentation, not replace it. Equipped with a strong foundation and a productive innovation management mindset, today’s students will be equipped to bring about the era’s next great advances.
NEW TO EDITION

New to this Edition:

• Fully updated coverage of the latest research and practice in the field

• Expanded coverage of business model innovation, open innovation, user innovation, and crowd-sourcing, service, and social innovation

FEATURES

Wiley Advantage:

• "Research Notes" support a strong empirical approach to the understanding and practice of innovation management

• "Views from the Front Line" connect the experiences and challenges of real-world managers to the concepts discussed in the text

• Emphasizes application over theory, providing practical, tested processes, models, and tools

• Multimedia supplements including video and podcast material provide additional perspective

• Interactive innovation tools and exercises reinforce critical concepts

For additional product details, please visit https://www.wiley.com/en-us