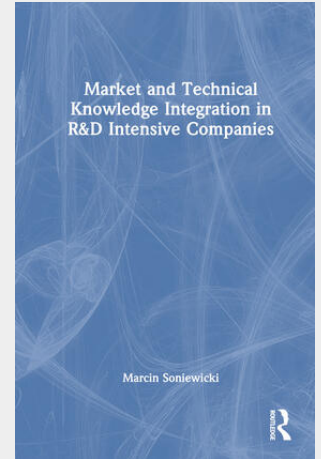


Soniewicki

Market and Technical Knowledge Integration in R&D Intensive Companies

Market and Technical Knowledge Integration in R&D Intensive Companies explores the integration of market and technical knowledge within R&D intensive companies. Starting with industry classifications and a discussion on the significance of R&D activities, the book looks at the role of these companies in today's economy, as well as knowledge definitions and typologies. It focuses on such measures of effectiveness as innovativeness and business performance and discusses organisational innovativeness and business performance metrics. The crux of the book's theoretical premise is the importance of integrating market and technical knowledge within organisations. Drawing from the resource-based view and the knowledge-based view of organisations, this premise stresses the need for knowledge integration. After an analysis of the literature on R&D, the book presents qualitative evidence from interviews of R&D professionals who elucidate knowledge integration methods. The book provides theoretical as well as practical insight on market and technical knowledge integration. Presenting a new approach to understanding how R&D intensive companies operate, the book gives researchers and practitioners practical advice on improving market and technical knowledge integration. It explains the critical role of efficient market and technical knowledge integration in innovation. It also examines how knowledge management contributes to superior business performance of R&D intensive companies.



159,50 €

149,07 € (zzgl. MwSt.)

vorbestellbar, Erscheinungstermin ca. Oktober 2024

Artikelnummer: 9781032635002

Medium: Buch

ISBN: 978-1-032-63500-2

Verlag: Taylor & Francis Ltd

Erscheinungstermin: 29.10.2024

Sprache(n): Englisch

Auflage: 1. Auflage 2024

Produktform: Gebunden

Seiten: 216

Format (B x H): 156 x 234 mm

