

## Managing Innovation

Integrating Technological, Market and Organizational Change

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](http://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](http://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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"Tidd and Bessant's text has become a standard for students and practitioners of innovation. They offer a lively account on innovation management full of interesting and new examples, but one that at the same time is rigorously anchored in what we have learned over the last thirty years on how to manage that ultimate business challenge of renewing products, processes, and business models. Those who want to innovate must read this book." --Professor Arnoud De Meyer, Director, Judge Business School, University of Cambridge, UK "Innovation matters and this book by two leaders in the field which is clear and practical as well as rigorous should be essential reading for all seeking to study or to become involved in innovation." --Chris Voss, Professor of Operations and Technology Management, London Business School, UK "A comprehensive and comprehensible compendium on the management of innovation. It is very well organized and very well presented. A pedagogic tool that will work at multiple levels for those wishing to gain deeper insights into some of the most challenging and important management issues of the day." --David J. Teece, Thomas W. Tusher Professor in Global Business, Haas School of Business, University of California, Berkeley, USA



**69,90 €**

62,03 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

**Artikelnummer:** 9781118360637

**Medium:** Buch

**ISBN:** 978-1-118-36063-7

**Verlag:** Wiley

**Erscheinungstermin:** 24.05.2013

**Sprache(n):** Englisch

**Auflage:** 5. Auflage 2013

**Produktform:** Medienkombination

**Gewicht:** 1316 g

**Seiten:** 680

**Format (B x H):** 188 x 243 mm

