



Ebook Directory
the best source of ebook

The book was found

Strategic Innovation Management



Synopsis

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.

Book Information

Paperback: 436 pages

Publisher: Wiley; 1 edition (April 14, 2014)

Language: English

ISBN-10: 1118457234

ISBN-13: 978-1118457238

Product Dimensions: 7.3 x 0.6 x 9.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #159,757 in Books (See Top 100 in Books) #111 in *Books > Business & Money > Processes & Infrastructure > Structural Adjustment* #121 in *Books > Business & Money > Processes & Infrastructure > Organizational Change* #5438 in *Books > Textbooks > Business & Finance*

Customer Reviews

Innovative organizations grow twice as fast, both in employment and sales, as those that fail to innovate. The social benefits of innovation are even greater. This first edition of Strategic Innovation Management is an exciting new addition to the established best-selling 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. This 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.

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.

[Download to continue reading...](#)

Strategic Management of Technological Innovation (Irwin Management) Strategic Management and Business Policy: Globalization, Innovation and Sustainability (14th Edition) Strategic Innovation Management Strategic Management of Technological Innovation A Portfolio Management Approach to Strategic Airline Planning: An Exploratory Investigative Study on Services Management (European University Studies: Series 5, Economics and Management. Vol. 2052) The Innovation Expedition: A Visual Toolkit to Start Innovation Emergency Care (21st Century Skills Innovation Library: Innovation in Medicine) Simplifying Innovation: Doubling Speed to Market and New Product Profits with Your Existing Resources: Guided Innovation What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough ... (Marketing/Sales/Advertising & Promotion) Revolutionizing Innovation: Users, Communities, and Open Innovation (MIT Press) Foresight for Science, Technology and Innovation (Science, Technology and Innovation Studies) Simulating Innovation: Computer-Based Tools for Rethinking Innovation Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement (Bryson on Strategic Planning) Strategic Management: Concepts (Irwin Management) Strategic Management: Text and Cases (Irwin Management) Strategic Management (Irwin Management) Essentials of Strategic Management: The Quest for Competitive Advantage (Irwin Management) Financial Innovation and Engineering in Islamic Finance (Contributions to Management Science) Blue Ocean Strategy Concept - Overview & Analysis: Achieve success through innovation and make the competition irrelevant (Management & Marketing Book 16) The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)

Contact Us

DMCA

Privacy

FAQ & Help