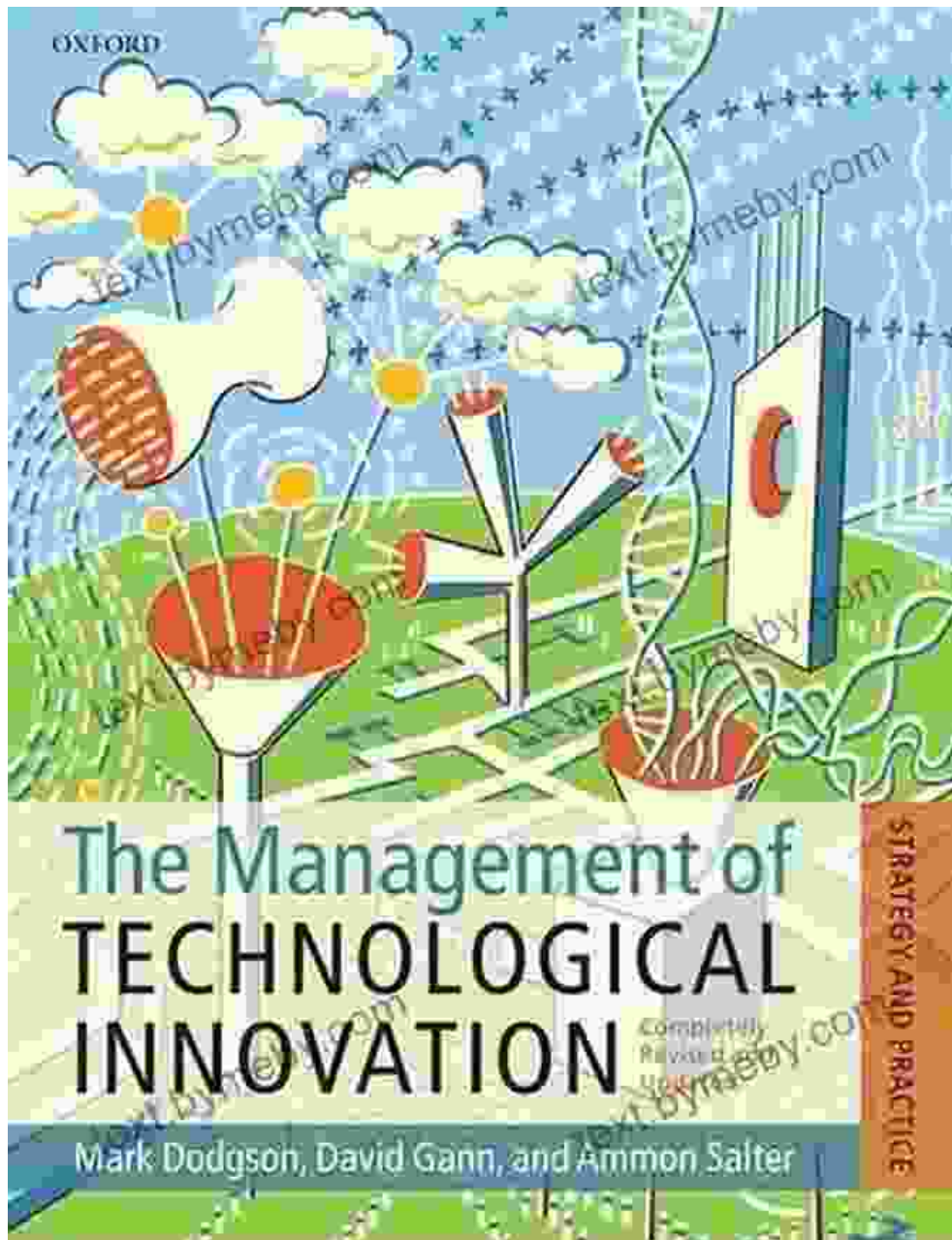
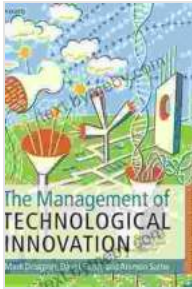


Unlocking Innovation: A Comprehensive Guide to Technological Innovation Strategy and Practice



The Management of Technological Innovation: Strategy and Practice by Mark Dodgson

★★★★☆ 4.7 out of 5



Language	: English
File size	: 2977 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 402 pages
Lending	: Enabled



In today's rapidly evolving technological landscape, innovation has become a critical driver of business success and competitiveness. Organizations that fail to embrace innovation risk falling behind and losing market share.

'The Management of Technological Innovation: Strategy and Practice' is a comprehensive guide that provides a roadmap for companies seeking to drive growth and competitiveness through innovative technologies. Written by a team of leading experts in the field, this book offers a practical and actionable approach to developing and implementing a successful technological innovation strategy.

Key Features

- * Provides a comprehensive overview of the technological innovation landscape, including the latest trends and challenges
- * Offers a step-by-step guide to developing a technological innovation strategy
- * Includes case studies and examples from leading companies that have successfully implemented technological innovation
- * Provides practical tools and techniques for managing and measuring the success of technological innovation initiatives

Benefits of Reading This Book

* Gain a deep understanding of the technological innovation landscape *
Learn how to develop and implement a successful technological innovation strategy *
Discover the latest trends and challenges in technological innovation *
Access case studies and examples from leading companies *
Acquire practical tools and techniques for managing and measuring the success of technological innovation initiatives

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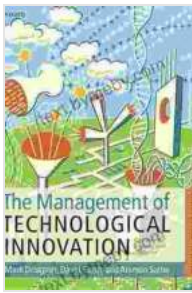
This book is essential reading for: * Business leaders and executives *
Innovation managers * Technology professionals * Entrepreneurs * Anyone interested in driving growth and competitiveness through technological innovation

About the Authors

The authors of 'The Management of Technological Innovation: Strategy and Practice' are a team of leading experts in the field of technological innovation. They have extensive experience in both academia and industry, and they have published widely on the topic of technological innovation.

'The Management of Technological Innovation: Strategy and Practice' is a must-read for anyone who wants to understand and implement technological innovation in their organization. This comprehensive guide provides a roadmap for success, and it is packed with practical tools and techniques that can help you drive growth and competitiveness through innovative technologies.

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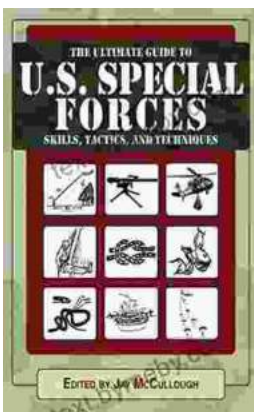
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