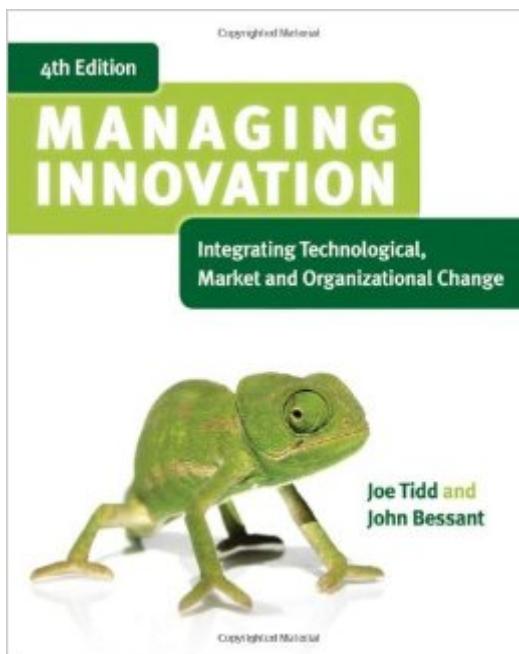


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# Managing Innovation: Integrating Technological, Market And Organizational Change



## **Synopsis**

Managing Innovation is an established, bestselling text for MBA, MSc and advanced undergraduate courses on management of technology, innovation management and entrepreneurship. It is also used widely by managers in both the service and manufacturing sectors. Now in its fourth edition, Managing Innovation has been fully revised and updated based on extensive user feedback to incorporate the latest findings and techniques in innovation management. The authors have included a new and more explicit innovation model, which is used throughout the book and have introduced two new features - Research Notes and Views from the Front Line - to incorporate more real life case material into the book. The strong evidence-based and practical approach makes this a must-read for anyone studying or working within innovation. An extensive website accompanies this text at [www.managing-innovation.com](http://www.managing-innovation.com). Readers can browse an online database of audio and video clips, as well as case study material, interactive exercises and tools for innovation, whilst lecturers can find additional support material including instructor slides and teaching guides and tips. "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 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." â "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." â "Chris Voss, Professor of Operations and Technology Management, London Business School "...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." â "David J. Teece, Thomas W. Tusher Professor in Global Business, Haas School of Business, University of California, Berkeley, USA "Those of us who teach in the field of Innovation Management were delighted when the first edition of this book appeared 11 years ago. The field had long been in need of such a comprehensive and integrated empirically-based work. The fact that this is now the 4th edition is clear testimony to the value of its contribution. We are deeply indebted to the authors for their dedication and diligence in providing us with this updated and expanded volume." â "Thomas J. Allen, Howard W. Johnson Professor of Management, MIT Sloan School of Management, USA

## **Book Information**

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## Customer Reviews

This textbook has become a commonly used book in many business classes. Unfortunately it is poorly written for a learner. Professors often feel that they gain credibility in a course by having a "classic" book in a particular field as the require book. These book are often dense and difficult to read. Books and courses need to be designed to facilitate learning. Instead this book is overly robust and are packed with too much information that is irrelevant to a learner. This author goes through countless tangents and introduce every possible concept of innovation. This is NOT necessary and prevents us from learning key concepts. This would be great if learners are all cognitive geniuses but we are not. Get our attention and give the important stuf. I will read an entire chapter and find myself asking what the heck did this guy want us to take away? My entire class feels the same way. I am totally confused how all the reviewers above could like this book so much.

When three of Britain's top researchers get together to collaborate on a university textbook we should expect something exceptional. And this is what has happened in this first rate text by Joe Tidd, John Bessant and Keith Pavitt. All three had previously established themselves in the technology research literature before this combination. The authors have rightly focussed on innovation ( rather than the duller topic of technology or more narrowly focussed R&D issues) as developments in these fields are seen by policy makers in the UK and the EU as the drivers of economic development and associated job creation. What is impressive about this book is its scope,

focussing as it does on technology issues, market issues and the change necessary within organizations to adopt and manage the change. From a teaching point of view they have divided the work into 13 chapters which meets the usual semester length courses in most universities allowing the information to be delivered into sizable lecture chunks. At the end of each chapter is a list of additional readings and a list of references used. The references for chapter 2 alone on Innovation add to 94. This is an excellent textbook for undergraduate and post-graduate students. It is highly recommended.

This book was required for my Masters degree in Project Management. I was pleased because this book was used in two classes by very different professors. I got quite a bit out of this book, in terms of take-away value. I would recommend this book to anyone going for a business degree and definitely for project management!

The book elaborates how to "manage" thoroughly from lots of literature. I feel the author viewed technology as "innovation", which can be broader than that. The book is in-depth worldwide but need a bit better coverage.

Very good book. A classical book on the topic of innovation, written with the insights of the challenges that businesses of today face. It touches a lot of actual and updated concepts. Written very clearly and with a lot of interesting examples and case studies. This book was used by the professor as the main textbook in the "Innovation and Change" course as part of the MBA program at UNYI, and I have used it as the main reference for my final research project that was about the same topic. The only problem with the book is its paperback cover. A book of 622 pages like this one must definitely be available in hard cover.

Great choice for line of study! would recommend this book for this field. Easy to understand the material. well worth the money for this purchase.

i was using this text book in order to take a specific class. it proved to be very helpful. thanks

reads like a manual so there are many lessons in it.

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