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Strategic Management Of Technological Innovation (Irwin Management)



Synopsis

Analyze. Formulate. Implement. Melissa Schilling's Strategic Management of Technological Innovation, 5e approaches the subject of innovation management as a strategic process. It is organized to mirror the strategic management process used in most strategy textbooks, progressing from assessing the competitive dynamics of a situation to strategy formulation, to strategy implementation.

Book Information

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Customer Reviews

Melissa A. Schilling is a professor of Management at the Stern School of Business at New York University.

Purchased for a masters program course in Strategic Management of Technology. The course covered the entire book. The cases were nice lead-ins for the chapters however it would be nice if the book were had more relevant examples and profiles. Since this is the 4th edition, some things are updated, but most graphs dated around 2012 or earlier and not much, if any, from 2013 or later. The concepts are still relevant however and it would be a great supplement to more current cases or coursework.

I ordered this for my graduate class. It is a good textbook with clear writing and it explains the

material in detail.

Too expensive for a freaking stupid paperback, but the seller was soooo nice

I purchased this book for a graduate level course. It is a very easy read. It provides a little of everything about the development process and factors, decisions and tools to use but if you want a better dive this is not the book for you.

It will be to your advantage to make sure you check the availability on the type of device you are interested in. This E-book is NOT compatible with Kindle Reading devices with E-ink. It is for IPADS or Kindle FIRE tablets, but will not download to Android devices either. It is worth to make the effort to read from the PC (or from the paper copy, for that matter), the book is highly rated by scholars in strategy.

I rented it and it doesn't open in kindle for windows 8 or 10. I can't use it in class on my laptop. I couldn't return it. I'm very disappointed.

Exactly as described.

Book was in great condition, and excellent price too.

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