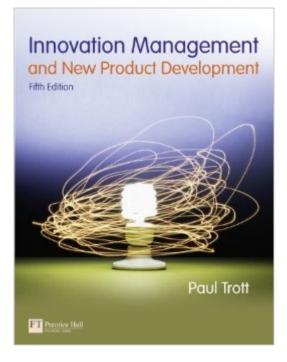
The book was found

Innovation Management & New Product Development, 5th Ed.





Synopsis

This book is suitable for undergraduates and postgraduates on a wide range of courses from marketing, strategic management, business studies and engineering. The subject of innovation management is often treated as a series of separate specialism's, rather than an integrated task. The main aim of this book, however, is to bring together the areas of innovation management and new product development and to keep a strong emphasis on innovation as a management process. Written in an accessible style, this title sets three key areas for the student: Innovation management, managing technology and knowledge and new product development. As innovation continues to be at the forefront of economic and political debate about how to improve the competitiveness of economies and firms, Innovation Management and New Product Development will give you some insight into the problems faced by firms as they try to develop innovative products that will help them survive and prosper. This new edition includes new large sections on entrepreneurship, process innovation and counterfeit and imitation. Also this edition includes brand new cases covering new developments in the industry including CSI-DNA Fingerprinting, folding shipping containers.

Book Information

Paperback: 648 pages Publisher: Trans-Atlantic Publications, Inc.; 5 edition (September 27, 2011) Language: English ISBN-10: 0273736566 ISBN-13: 978-0273736561 Product Dimensions: 7.4 x 1.4 x 9.6 inches Shipping Weight: 2.7 pounds (View shipping rates and policies) Average Customer Review: 4.4 out of 5 stars Â See all reviews (10 customer reviews) Best Sellers Rank: #470,961 in Books (See Top 100 in Books) #100 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #379 in Books > Textbooks > Business & Finance > Business Development #404 in Books > Business & Money > Marketing & Sales > Marketing > Research

Customer Reviews

I bought this book as a requirement for an MBA class titled "Management of Innovation/Technology." Beyond reading Paul Trott's Innovation Management and New Product Development to satisfy class requirements is my personal involvment in innovation and technology. Paul Trott's text helped me to understand the company I worked for many years ago and the role I have played since when consulting. Paul Trott provides a valuable perspective for anyone who is involved in research and development in a corporate, or for that matter, academic setting. If you find yourself, due to pursuing a passion for some subject (computer virtualization in my case), in a position where you are helping to develop, market or finance something that will make customers ask themselves "Who came up with that neat ideat" then you should read Mr. Trott's book. Mr. Trott provides insight into the different types of innovation that companies engage in, the lifecycle of new products and how organizations use their intellectual and technological assets to their advantage as well as customers and even society at large.

What I hate is the kindle edition and not the content of the book by itself. Searching is terrible and I would suggest people not to buy the kindle edition. Not well created.

Excellent book. The real cases are very useful to understand theories

I am using this book as a textbook for an elective course (Innovation Management) in our Industrial Engineering curriculum. It is a comprehensive up to date book. I only manage to use a few chapters since it covers many important areas of innovation management. I recommend it to other academicians, to students and to those who are interested in various aspects of innovation management.

Great condition.

Download to continue reading...

Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum Innovation Management & New Product

Development, 5th ed. Agile Product Management: User Stories: How to capture, and manage requirements for Agile Product Management and Business Analysis with Scrum (scrum, ... development, agile software development) Agile Product Management (Box Set): User Stories & Product Backlog 21 Tips (scrum, scrum master, agile development, agile software development) Agile Product Management: User Stories & Product Backlog 21 Tips (scrum, scrum master, agile development, agile software development) Agile Product Management (Box Set): Product Backlog 21 Tips, Release Planning 21 Steps (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Vision and Release Planning 21 Steps (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum The Principles of Product Development Flow: Second Generation Lean Product Development Agile Product Management: The Scrum Checklist, For the Agile Scrum Master, Product Owner, Stakeholder and Development Team Agile Product Management: User Stories: How to Capture Requirements for Agile Product Management and Business Analysis with Scrum Agile Project Management: Box Set - Agile Project Management QuickStart Guide & Agile Project Management Mastery (Agile Project Management, Agile Software Development, Agile Development, Scrum) Take Charge Product Management: Time-tested tips, tactics, and tools for the new or improved product manager Agile Product Management: (Box Set): Agile Estimating & Planning Your Sprint with Scrum & User Stories 21 Tips (scrum, scrum master, agile development, agile software development) Agile Product Management: (Box Set) : Scrum: A Cleverly Concise Agile Guide and Agile: The Complete Overview of Agile Principles and Practices (scrum, ... development, agile software development)

<u>Dmca</u>