

Managing Technological Innovation

By John E. Ettlie



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Let Ettlie show you how to take charge of technological change! Technological change is inevitable, but how you respond to change is not. Now, with Ettlie's Managing Technological Innovation you can learn how to harness the power of technology-from simple improvements to breakthroughs-for competitive advantage with proven management principles and methodologies. Presenting a comprehensive approach that is also easy-to-understand, Ettlie discusses the technical and organizational issues involved in implementing product, process and information technologies. Throughout, the text focuses on integration, so that organizations can obtain the most value from new technologies. You'll also learn how to link appropriate organizational innovations with technological innovations, and manage change within an organization and in its environment. Special features will help you understand key concepts:

- * Ettlie's clear, easy-to-understand style provides just the right amount of technical detail.
- * Short, "boxed" cases clarify important points and bring material to life.
- * Extended, end-of-chapter cases enable you to explore issues in depth.
- * Exercises reinforce key concepts.
- * Self-assessment tools and exercises help gauge your progress.



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Editorial Review

From the Back Cover

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