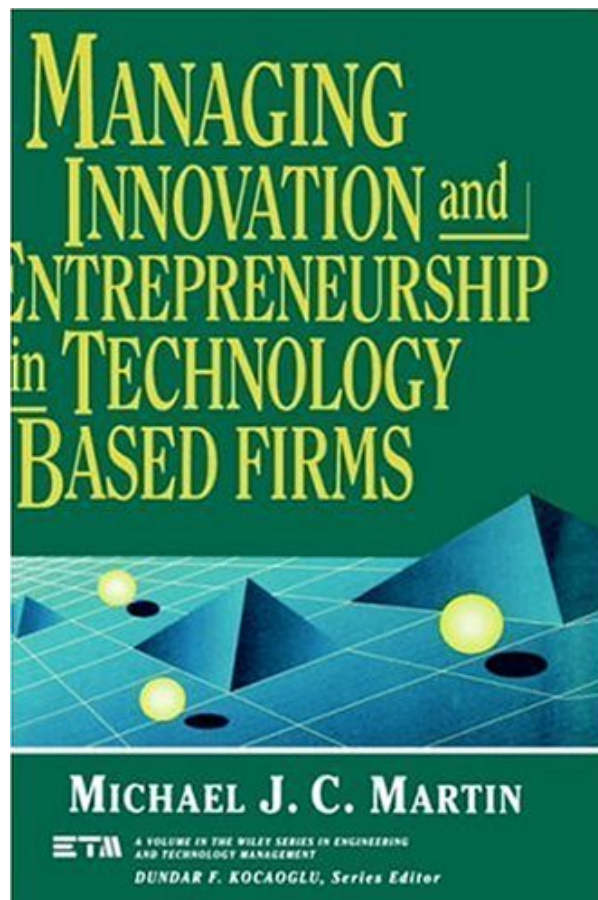
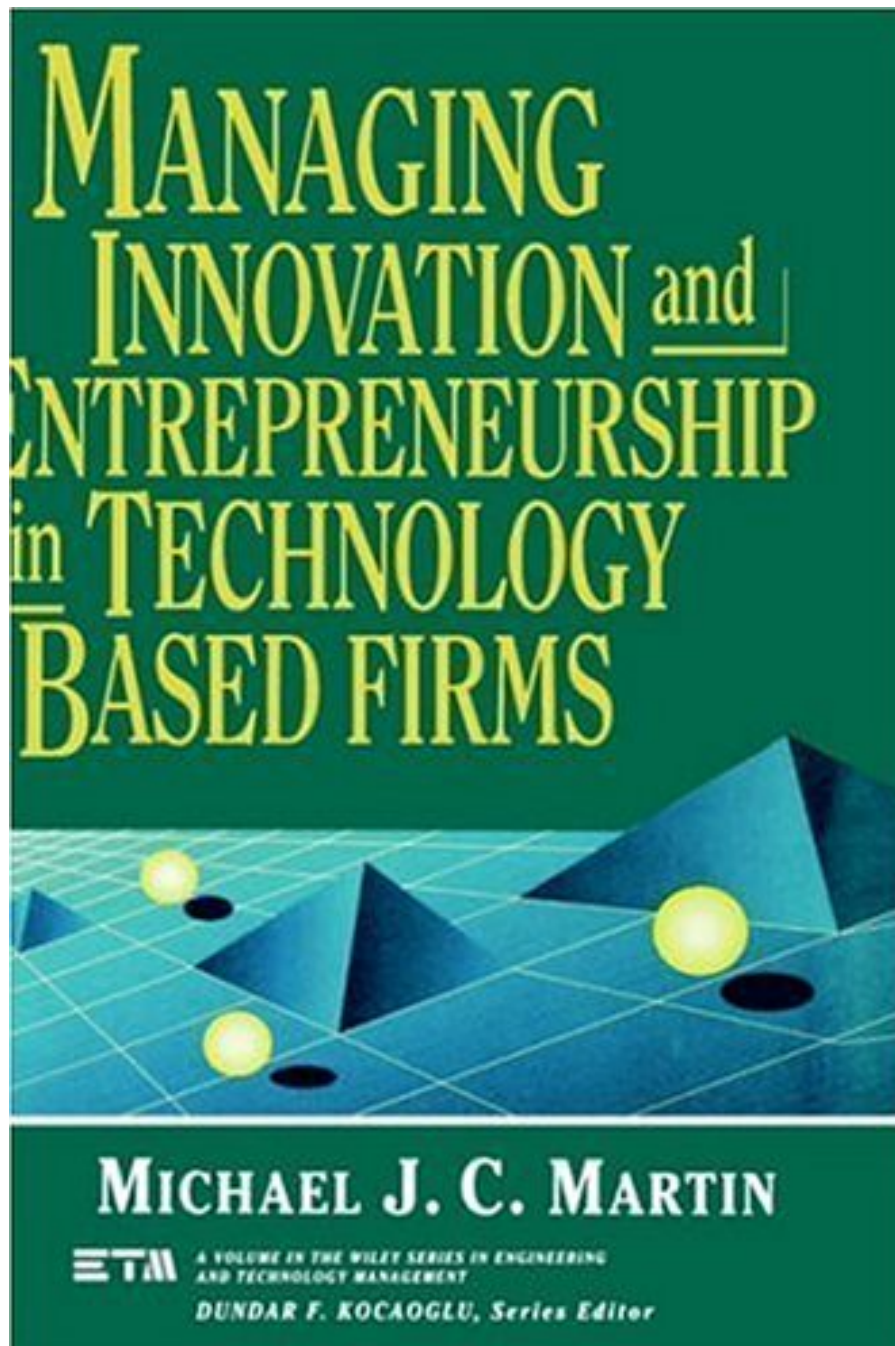


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Describes principles and methodologies necessary to build efficient and highly productive work systems in high tech organizations that must develop and deploy new products in a timely fashion with competitive advantage. Presents techniques applicable to small high tech consumer products or large complex systems requiring cost control, waste minimization and rapid product development. Stresses methodologies to be used for strategic advantage. Suggests diverse strategic plans and their pros and cons, depending on the product and markets.

From the Back Cover

While innovation may be the lifeblood of technology based industry, it does not guarantee success to the individual firm within it. The ability to bring useful and desirable products to market in a timely, cost-effective fashion requires the unique talents of managers armed with an arsenal of modern principles and methodologies specifically geared to the technology invention and innovation process. But even in technology based firms, many managers have only scant technical background, while scientists and engineers may have little or no management training. And courses on managing technology based firms are currently taught only in a meager handful of universities. This book grew out of Michael J. C. Martin's experiences developing and teaching courses in managing technological innovation-entrepreneurship to business, engineering, and science students. It provides a dynamic framework within which managers from virtually any professional background can develop efficient, highly productive work systems guaranteed to maximize a high-tech firm's competitive edge. Throughout, the emphasis is on leveraging a company's strategic advantage. To that end, the author provides a host of "battle-tested" tools of the trade, including technology development programs, industry- and market-specific strategic plans, R&D project planning techniques, socioeconomic forecasting and market analysis techniques, and techniques for matching company capabilities with customer and product demands. All of the tools and techniques presented are applicable to the development of a broad range of products, from small high-tech consumer goods to large and complex systems such as aircraft and heavy weapons technology. An indispensable survival tool in today's hypercompetitive international high-tech marketplace, *Managing Innovation and Entrepreneurship in Technology Based Firms* is must reading for industrial engineers, project managers, and R&D managers.

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- Sales Rank: #2108817 in Books
- Published on: 1994-09-02
- Original language: English
- Number of items: 1
- Dimensions: 9.67" h x 1.01" w x 6.36" l, 1.74 pounds
- Binding: Hardcover
- 416 pages

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Libro fundamental para la gestión de la innovación....

By Carlos Ortega Fernandez

Aunque el libro es del '94, y para el ritmo de cambios que se produce en las empresas de alta-tecnología (tanto en los modos de gestión como en el uso de las tecnologías), este libro es un clásico.

Para mí es un clásico, no solamente porque es de los pocos que tratan el tema de la gestión de la innovación, ciertamente escurridizo, sino porque aborda el tema de una manera muy científica y detallada. Quizás, sea justamente esta también una carencia, la multitud de datos asociados a las opiniones de diferentes autores (cada capítulo tiene una larga lista de referencias) llega a desbordar y hacer perder la idea fundamental que se transmite.

Viendo otros títulos del mismo tema (*Making Innovation Work*) que tratan el tema de una manera más organizada, se puede comprobar que los enfoques que ahora se proponen como novedosos, están perfectamente apuntados, incluso detallados (y con más figuras que lo explican incluso mejor) que los actuales.

En cualquier caso, extraña que sobre un tema tan esencial para el futuro de occidente que fundamentalmente sobrevivirá con una correcta gestión de la innovación y el capital intelectual, haya tan poca literatura (y buena) que cubra este tema. Por suerte, la aproximación que ofrece este libro es de las mejores que existen.

"*Making Innovation Work*" ofrece una visión bastante más en la línea del "How-to". Con una redacción más asequible una mejor estructura en la exposición.

Carlos Ortega.

2006-01-30

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