

(Ebook pdf) Managing Global Innovation: Uncovering the Secrets of Future Competitiveness

Managing Global Innovation: Uncovering the Secrets of Future Competitiveness

Roman Boutellier, Oliver Gassmann, Maximilian von Zedtwitz
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Roman Boutellier, Oliver Gassmann, Maximilian von Zedtwitz : Managing Global Innovation: Uncovering the Secrets of Future Competitiveness before purchasing it in order to gauge whether or not it would be worth my time, and all praised Managing Global Innovation: Uncovering the Secrets of Future Competitiveness:

3 of 3 people found the following review helpful. Excellent book! By M. Karg 'Managing Global Innovation' is a must-read for anyone interested in new product development in a globalizing world. This book presents a coherent

framework for international innovation strategy, global RD organization, and the execution of transnational RD projects. The many examples make theory and concepts easy to understand. Moreover, the book features a collection of in-depth case studies of otherwise little described companies. If you ever wondered how companies like SAP, Roche, or HP compete at the forefront of technology development, then this is the book to get. All in all, a well-conceived book that immediately appeals with its balance of applicability and theory.² of 3 people found the following review helpful. The best I read on innovation management By Douglas Clark Lots of practical examples! Clear structure, no easy answers, but insightful views based on practice and supported but academic concepts. This is a great book for all who drive innovation!

If RD and innovation in the 1990s were about more internationalization, more corporate entrepreneurship, and more information-integration, then the 2000s have been about consolidating and expanding these trends further: more globalization including the technology mavericks of China and India, more open and inbound innovation integrating external technology providers, and more web- and Intern- enabling of innovation processes by involving RD contributors regardless of their location. The corporate RD powerhouses of the 1980s are now mostly history. Even where they survived, they had to yield to corporate efficiency efforts and business-wide integration programs. Still, it would be unfair to belittle them in retrospect as they have found new roles in corporate RD and innovation networks. In fact, the very successes of centralized RD organizations of the 1970s and 1980s made possible the revolution of globalized innovation that we have been witnessing since the 1990s. The first two editions of *Managing Global Innovation*, published in 1999 and 2000, were testimonials of an increasingly internationalizing world of innovation and RD. In this third edition of *Managing Global Innovation*, we have retained the basic structure of two conceptual parts (I and II) and three case study parts (III, IV, V). However, we have greatly revised all chapters, including the final "Implications" chapter (part VI), and incorporated new chapters and cases that illuminate and describe the recent trends in the context of the beginnings of global innovation in the 1980s and 1990s.

"*Managing Global Innovation* is a rich compendium of new concepts of global RD, enlivened by 18 excellent best-in-class case studies. What is especially impressive, the authors bridge seamlessly theoretical and practical issues about how companies create, transform and implement new technology in an expanding marketplace. This will be intriguing to both the industry and the academic world. The lessons learned are invaluable. The book is a real tour de force, probably destined to become a standard in this field for some time to come." Professor Jeff Huang, Harvard University
"This excellent book demonstrates how the dynamics of innovation and creativity can be mastered. Important reading for senior management and a must for RD leaders." Karl Weinberger, Head of Corporate RD, Schindler
"A feast of delights... deserves a very wide readership." Phil Galen, ICI Technology - Science and Technology Policy Strategy
From the Back Cover What are the secrets of competitive RD on a global scale? Based on empirical research with hundreds of RD executives from more than 80 companies and 1000 RD laboratories, the authors present new concepts and trends in global RD management. Case studies from 22 best-practice companies illustrate how to put these concepts into practice. Adding new examples and management models, this third edition has been completely revised and updated incorporating emerging themes in RD such as intellectual property management, innovation in China and India, technology listening posts, and leading RD centers. "A wealth of data followed by thorough analysis. A must read for RD managers and business leaders." Frans J.A.M. Greidanus, Senior Vice President, Philips Research
"... a book whose rich trove of examples will inform the thinking of any manager who must think strategically about how to get the most out of RD resources that are scattered globally. With the rise of knowledge hubs throughout the world, this third edition is especially timely." Philip Anderson, Professor, INSEAD
"An insightful and thorough work on the development of global innovation that identifies key strategies and perspectives with relevant and important lessons for those venturing into the global RD arena and hit the mark for those of us who have been in the middle of building this architecture." Dr. Richard Carpenter, Global RD Director, Procter and Gamble