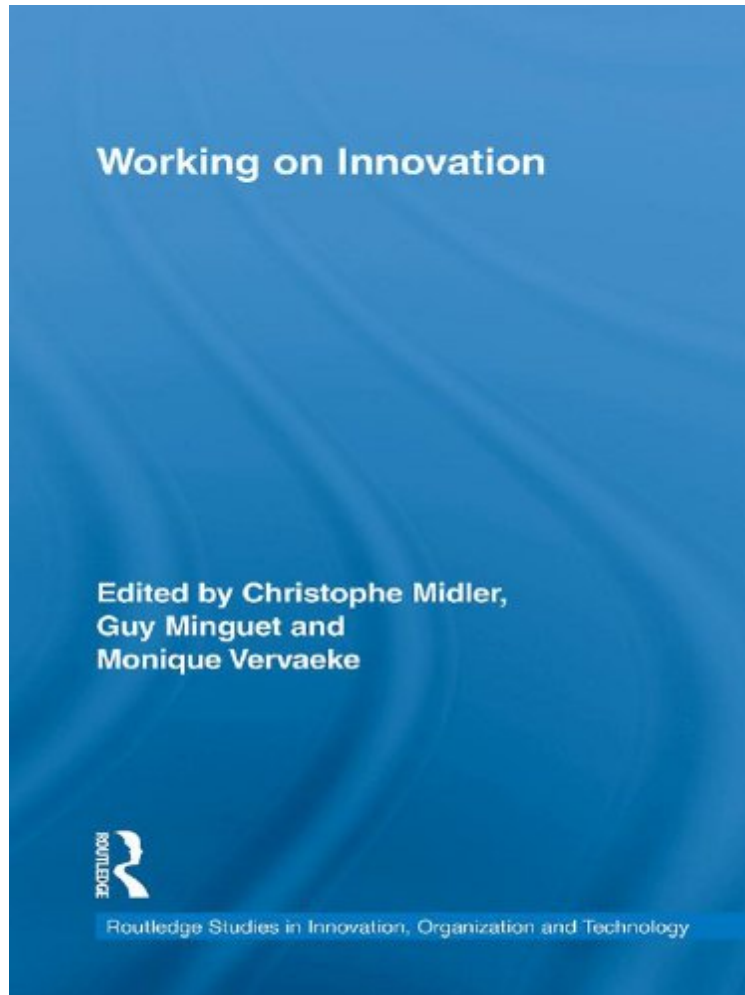


Working on Innovation (Routledge Studies in Innovation, Organization and Technology)

From Routledge

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From Routledge : Working on Innovation (Routledge Studies in Innovation, Organization and Technology) before purchasing it in order to gage whether or not it would be worth my time, and all praised Working on Innovation (Routledge Studies in Innovation, Organization and Technology):

Since the mid-1980s, the development of competitive strategies based on intensive innovation has deeply transformed the design of new products and services. Much has been written about new methods and organizations that are likely to develop economically competitive and creative capacities in companies. But much less has been written about transformation of work and identity of professionals involved in these transitions : engineers, industrial designers, researchers, professionals in marketing strategy and especially project managers. The work of ldquo;innovation

professionals' is truly difficult to observe because of its very nature (intangible work done over a long period of time), its inaccessibility, and its status. The purpose of this book is to put forward a number of keys for understanding the ongoing dynamics for working professionals in the field of innovation. Examining reorganizations in both large-scale firms and start-ups, the authors explore diverse sectors such as hi-tech, consumer goods and equipment, chemistry, aeronautics as well as upstream companies working for subsidiaries and traditional small-scale production such. The result is to show a world of networks where a large-scale firm undertakes research in partnership with a start-up, develops its products with independent designers and involves upstream suppliers in its developments. Also analyzed are the industrial strategies, the organizational conditions of product conception, and the dynamics of the professional identities of the actors who are at the core of these transformations. This impressive and unique volume will be of interest to all those interested in innovation studies, new technology policy and management as well as engineers and designers themselves.

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