Strategic innovation management


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Abstract

This first edition of Strategic Innovation Management is an exciting new addition to the established bestselling texts Managing Innovation and Innovation and Entrepreneurship written by Joe Tidd and John Bessant. Aimed at students taking courses in business studies and management, as well as non-specialist courses in other disciplines, this book provides a practical and accessible evidence-based approach to managing innovation in a wide range of contexts, including: manufacturing, services, small to large organizations and the private, public and third sectors.

Item Type: Book

Schools and Departments: School of Business, Management and Economics, > SPRU - Science Policy Research Unit

Subjects: H Social Sciences > H Social Sciences (General)
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The Advanced Master in Innovation & Strategic Management provides students with the essential tools, skills and mind-set needed to deal with the challenge of organizations in fast-evolving environments. It helps them to develop their ability to analyse complex challenges, integrate technology and innovation into their projects or businesses, and influence their environment early on in their careers. Traditional Strategy vs. Strategic Innovation. Traditional approaches. Strategic Innovation approach. Adopt a "present to future" orientation – takes today as a starting point. Strategic Innovation is the creation of growth strategies, new product categories, services or business models that change the game and generate significant new value for customers and the corporation. 3Bs of Strategic Creativity. Serendipitous vs. Strategic Innovation. This first edition of Strategic Innovation Management is an exciting new addition to the established bestselling texts Managing Innovation and Innovation and Entrepreneurship written by Joe Tidd and John Bessant. Aimed at students taking courses in business studies and management, as well as non-specialist courses in other disciplines, this book provides a practical and