

## Management of Technology

### Growth Through Business Innovation and Entrepreneurship

M. von Zedtwitz

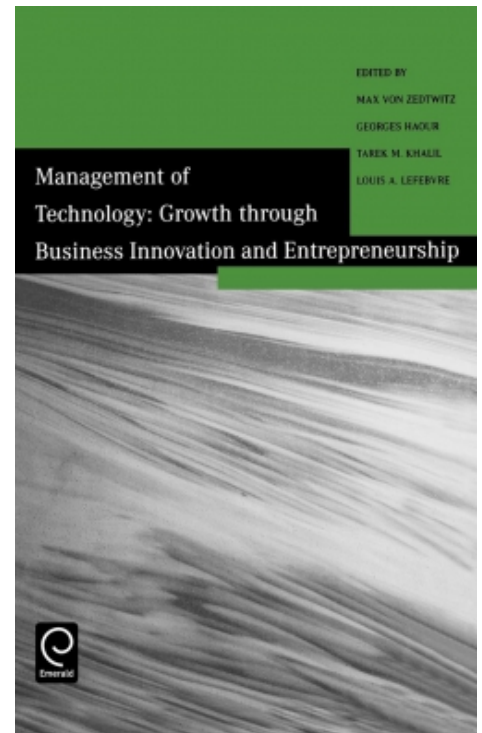
Georges Haour

T. Khalil

Louis A. Lefebvre

### About the Book

This is a selection of papers representing the best thinking of leading researchers and practitioners in the field of management of technology. Based on a conference on growth through business innovation and entrepreneurship, it addresses a wide range of starting points for technology and innovation managers on how to develop and commercialize new technologies. The book is structured along three themes: entrepreneurship and venture creation; knowledge management; and multi-actor innovation. The first theme essentially deals with entrepreneurial energy, the conditions for its appearance and its success. It focuses mostly on entrepreneurs in innovation, start-ups and venturing activities. The second theme is composed of articles addressing various issues of knowledge and know-how management - the role that information and technologies play to facilitate and create new business opportunities. The third theme discusses the trend towards a multi-actor innovation process, according to which developments are carried out by several organizations, firms or otherwise, each contributing a piece of the innovation puzzle. The concentration is on three areas: the actual implementation of collaborative developments, involving various types of partners; supply and demand chains; and the interplay between technology and its societal context.



Format: Hardback

Pagination: 558

Price: £122.99 \$224.99 €178.99

Publication Date: 13th Dec 2002

ISBN: 9780080441368