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Strategic Management Of Technological Innovation



Synopsis

Analyze. Formulate. Implement. Melissa Schilling's Strategic Management of Technological Innovation, 5e approaches the subject of innovation management as a strategic process. It is organized to mirror the strategic management process used in most strategy textbooks, progressing from assessing the competitive dynamics of a situation to strategy formulation, to strategy implementation.

Book Information

Paperback: 336 pages

Publisher: McGraw-Hill Education; 5 edition (January 21, 2016)

Language: English

ISBN-10: 1259539067

ISBN-13: 978-1259539060

Product Dimensions: 0.5 x 7 x 9 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

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Customer Reviews

This is the worst book EVER. The facts in the case study are mostly wrong, the terminology is out dated. Finally the price of this textbook is ridiculous for the value. Schilling needs to do better fact checking. WASTE OF MONEY.

Too expensive for a freaking stupid paperback, but the seller was soooo nice

Exactly as described.

good condition

This is a awesome book that delivered on many levels!

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