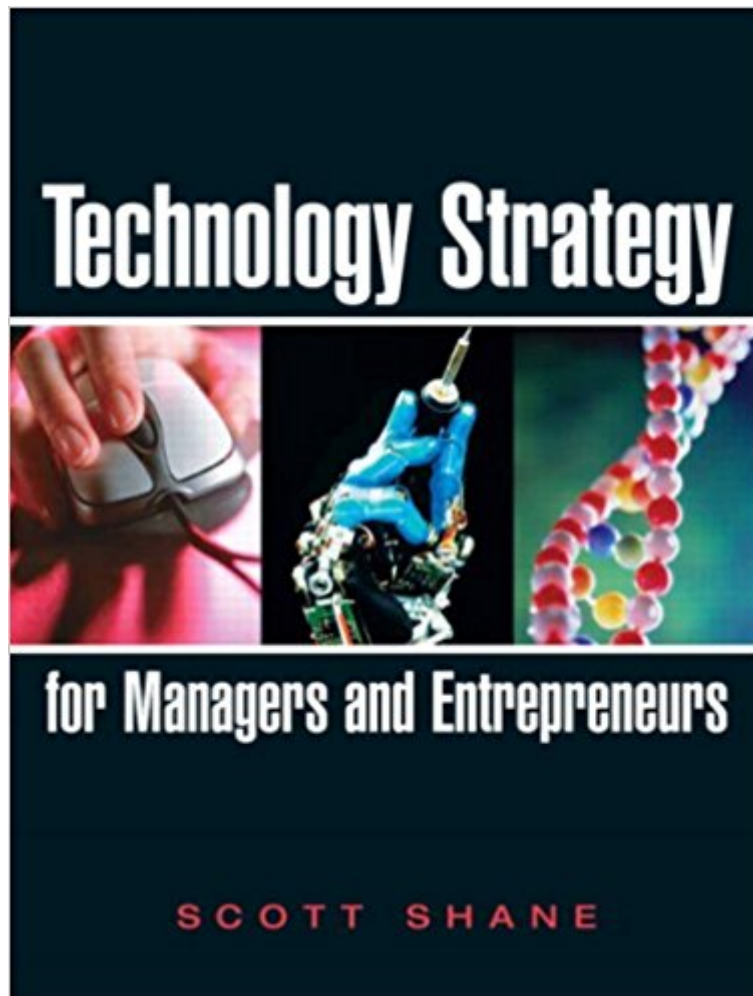




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Technology Strategy For Managers And Entrepreneurs



Synopsis

This book emphasizes how the future manager can use strategic management of innovation and technology to enhance firm performance. This book covers the evolution of technology, meeting consumer needs, capturing values generated from investments, development of technology strategy, and implementation of the strategy. This book is designed to teach professionals in business, engineering, and science how to use the strategic management of innovation to enhance firm performance.

Book Information

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Customer Reviews

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It is ok

I've been in IT for 25 years, and this book taught me so much more about technology and the marketplace, from paradigm shifts and "disruptive technologies" to all kinds of history and new

terms. It's dense, but that's why they call it a text book. Good stuff.

Book was as good as expected. the shipping time was as mentioned. It was international edition as mentioned with paperback.

The product was just what I was looking for and in excellent shape when it arrived. The shipping was timely and to cost was well within my budget. I believe that I received adequate information for my purchasing decision. However, I would like to be able to see reviews like this about the purchasing experience with the seller as I make my purchasing decisions in the future.

Book presents chapters in very easy to read style with lot of good examples in context. Very useful for understanding all aspects of introducing a new product from all aspects.

As someone who teaches Technology Management at the MBA level, the publisher of Scott Shane's "Technology Strategy for Managers and Entrepreneurs" sent me a free copy in the hope I would adopt it for my course. I won't be using this text and can't recommend it to others. Almost any book on technology is out of date by the time it is published, but ones with "strategy" in the title should offer ideas that transcend the dynamic nature of technology. This book doesn't. It starts in the preface (p. xvii) with "Why Do We Need This Book?" - a question that signals we probably don't need "this" book. His answer is, "... this book ensures that students develop an accurate understanding of the current state of the field" (p. xvii). "Ensure" and "current" are high standards and the author certainly fails to meet the latter. Social media, a pretty "current" theme and arguably the most disruptive technology of this decade, is given less than two pages. Should entrepreneurs be using Twitter, for example, as a component of their search engine optimization strategy? You won't find the answer in "Technology Strategy" - there are only two of almost 400 pages devoted to what the author calls "social networking". Twitter is not in the index; YouTube is mentioned once in a manner unrelated to its strategy. Instead the author shares that "research has shown that information tends to flow between people who are connected to each other ..." (p. 341). Wow. I'm glad I didn't have to pay over \$60 for that wisdom. The best part of the book is the information shared on patents, trademarks, copyrights, and trade secrets so that entrepreneurs can benefit from their innovation. But for this price, that alone cannot justify buying this book.

This is a good textbook for teaching people how to manage a high tech company. It covers all of the

relevant topics and is clear and easy to understand.

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