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Innovation Management And New Product Development (6th Edition)



Synopsis

Innovation Management and New Product development is an established, text for MBA, MSc and advanced undergraduate courses on innovation management, management of technology, new product development and entrepreneurship. It is also widely used by practitioners of innovation.

Now in its sixth edition, Innovation Management & New Product Development has been fully revised. Its clear and informed coverage of the management processes of new product development, coupled with a practical orientation of taking you through real life challenges and dilemmas, results in a book that brings together the most up-to-date and accessible discussion of the literature in this area, as well as a wealth of examples and illustrations in every chapter.

New to this edition

- Three new chapters on Entrepreneurship and National Systems of Innovation; Business Models; and Adoption and diffusion.
- Thoroughly revised and updated chapters including new coverage of process innovation, user driven innovation, and imitation goods.
- New case studies on Drones, Apple and disposable nappies with sensors as well as updated case studies including 3M, eBay/PayPal and Gore-Tex®
- New 'Innovation In Action' feature in every chapter

practical examples of innovation in action that help you to link theory with practice

Online resources available at www.pearsoned.co.uk/trott include PowerPoint slides and an Instructor's Manual for lecturers.

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 organisations and the private and public sectors.

About the Author Paul Trott is Professor of Innovation Management at the Business School, University of Portsmouth and Professor of Innovation Management & Entrepreneurship at The Technical University of Delft, The Netherlands. His research is widely cited and is published in many journals including Research Policy, R&D Management, Technovation, International Journal of Innovation Management and Marketing Management.

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Well written. Does have more global perspective. Observes US development from a outside looking in from Britain.

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