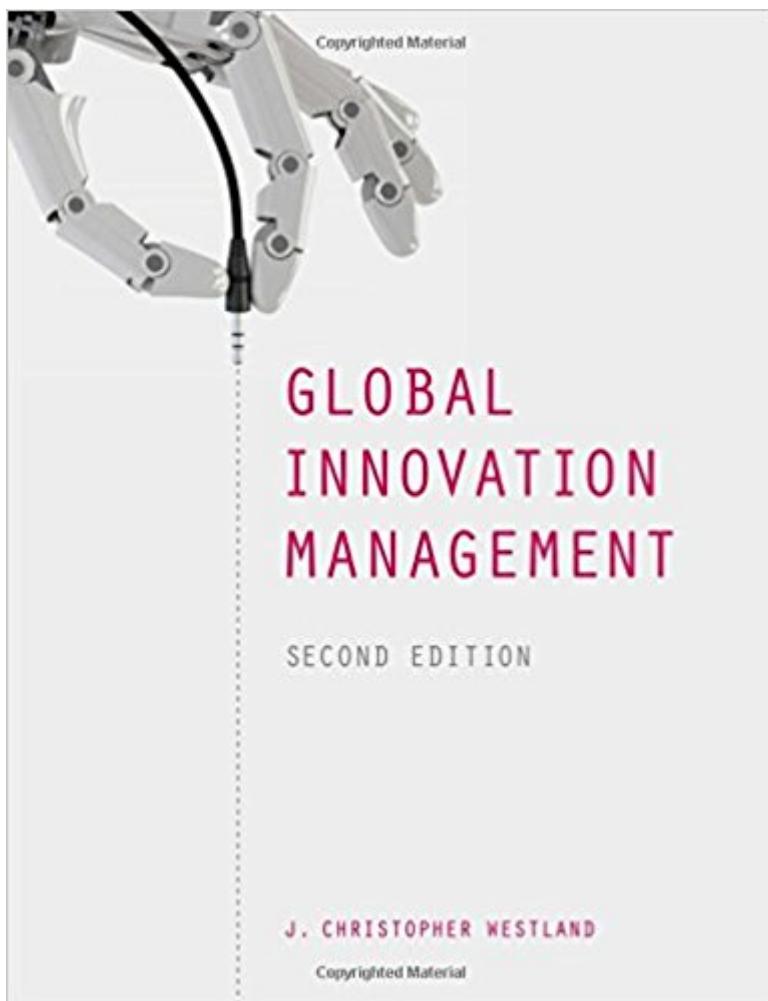


The book was found

Global Innovation Management



Synopsis

Global Innovation Management provides a comprehensive guide to formulating successful innovation strategies, and to implementing and managing policies which foster a sustainable, profitable business, taking into account the global context businesses today operate in. Covering topics such as business models, service innovations, disruptive innovation and people management, it provides an accessible and engaging guide for successfully strategizing and managing innovation. With a strong focus on the financial and accounting side of successful innovation, it is the only innovation management book to provide a specific method for computing financial return and risk for a particular innovation strategy, providing students with the tools and methods they need to understand the business case for innovation. Key changes to the new edition:
Structure → a new structure and re-organised chapter content provides a clearer framework for students to better understand innovation as a whole, and how each aspect fits together.
Global focus → a stronger focus on the global context of innovation will be introduced in chapter 1 and reinforced through global case studies
Case studies → the case studies have been updated and the new edition will feature longer, more in-depth case studies. These are case studies from non-business areas (e.g. games technology, product design, pharmaceuticals, music industry) to help expand the book's appeal.
New material on open innovation and more coverage of service innovation to make the book a rounded and comprehensive guide to innovation management

Book Information

Paperback: 416 pages

Publisher: Palgrave; 2nd ed. 2017 edition (November 25, 2016)

Language: English

ISBN-10: 1137520183

ISBN-13: 978-1137520180

Product Dimensions: 7.5 x 0.8 x 9.8 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #681,149 in Books (See Top 100 in Books) #118 in Books > Business & Money > Processes & Infrastructure > Research & Development #540 in Books > Textbooks > Business & Finance > Entrepreneurship #643 in Books > Textbooks > Business & Finance > International Business

Customer Reviews

J. Christopher Westland is Professor in the Department of Information & Decision Sciences at the University of Illinois, USA.

[Download to continue reading...](#)

The Innovation Expedition: A Visual Toolkit to Start Innovation Emergency Care (21st Century Skills Innovation Library: Innovation in Medicine) Simplifying Innovation: Doubling Speed to Market and New Product Profits with Your Existing Resources: Guided Innovation What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough ... (Marketing/Sales/Advertising & Promotion) Revolutionizing Innovation: Users, Communities, and Open Innovation (MIT Press) Foresight for Science, Technology and Innovation (Science, Technology and Innovation Studies) Simulating Innovation: Computer-Based Tools for Rethinking Innovation Global Innovation Management Strategic Management of Technological Innovation (Irwin Management) No Bull Review - Global History and Geography Regents: Global 1 and Global 2 Format Sold into Extinction: The Global Trade in Endangered Species: The Global Trade in Endangered Species (Global Crime and Justice) Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (2nd Edition) Growing Global Executives: The New Competencies (Center for Talent Innovation) Closing the Innovation Gap: Reigniting the Spark of Creativity in a Global Economy The Society for Worldwide Interbank Financial Telecommunication (SWIFT): Cooperative governance for network innovation, standards, and community (Global Institutions) Financial Innovation and Engineering in Islamic Finance (Contributions to Management Science) Blue Ocean Strategy Concept - Overview & Analysis: Achieve success through innovation and make the competition irrelevant (Management & Marketing Book 16) The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change) HBR's 10 Must Reads 2017: The Definitive Management Ideas of the Year from Harvard Business Review (with bonus article “What Is Disruptive Innovation?”) (HBR's 10 Must Reads) Strategic Management and Business Policy: Globalization, Innovation and Sustainability (14th Edition)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)