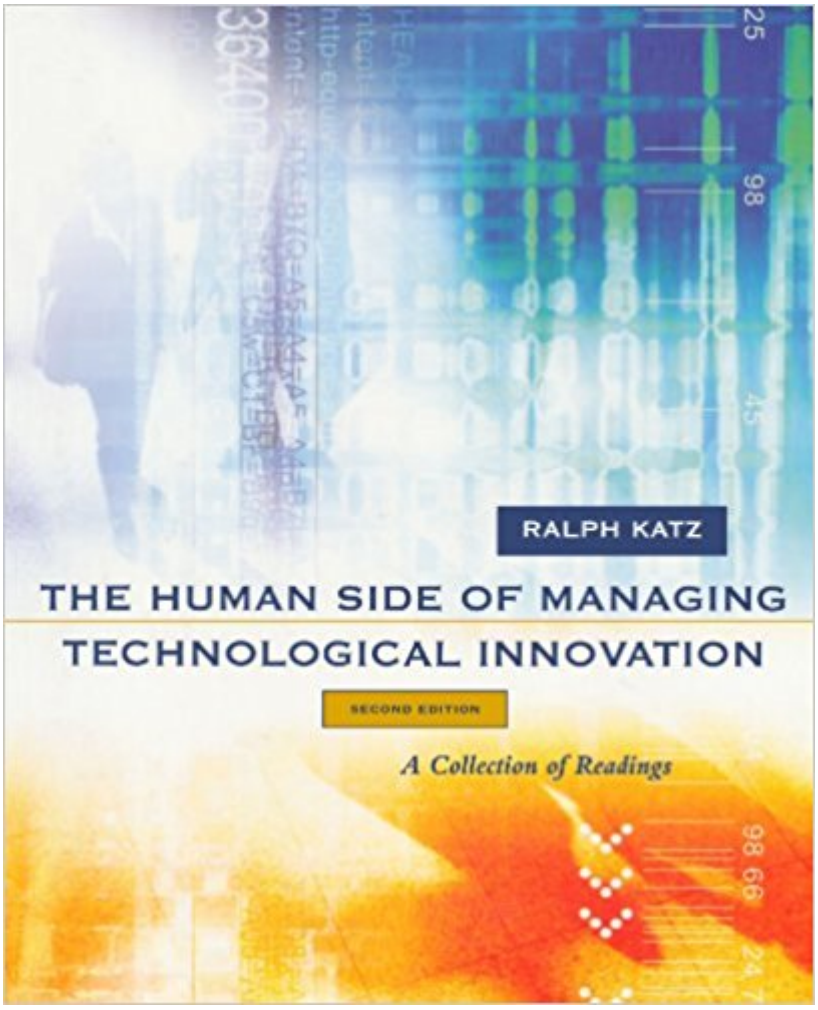
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The Human Side Of Managing Technological Innovation: A Collection Of Readings



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Synopsis

Organizations competing in today's rapidly changing technological markets are faced with the challenges of "dualism"--operating efficiently in the present while innovating effectively for the future. Managers and leaders within these organizations not only have to focus on current market success and profitability, but they must also introduce the next generation of technical advances, product attributes, or service features that will sustain and even augment their continuing global competitiveness. The Human Side of Managing Technological Innovation, 2/e, provides a variety of approaches and perspectives on issues critical to the effective leadership of technical professionals and cross-functional teams throughout the innovation process. Designed for courses within business, engineering, and executive education programs, the book has been updated throughout and features more than twenty articles new to this edition. In the articles, researchers and practitioners present their thoughts and ideas of the complex interplay between the specialized knowledge and skills of creative professionals and the realistic pressures and constraints required by successful business organizations. The text is organized into seven sections that cover such topics as motivating professionals, measuring productivity, organizing and leading cross-functional development teams, enhancing creativity and decision-making, developing human resource capabilities, building and maintaining innovative climates, managing lead users for new product innovation, and using technology as a strategic resource. It can be used in advanced undergraduate or graduate courses as well as in organizational workshops and seminars that focus primarily on how managers, individual professionals, project teams, and functional groups deal with problems and issues related to the management of technology-based innovation. The book can also be used as a complementary text for any course that emphasizes product, process, organizational, or technological innovation. The Human Side of Managing Technological Innovation, 2/e, provides a unique collection of articles that increase the sensitivity and understanding of individuals who are managing or influencing innovation and change processes within organizations. It also offers practicing managers and staff professionals new ideas, tools, and insights for problem-solving, organizing, and functioning more effectively.

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Customer Reviews

Ralph Katz is at Massachusetts Institute of Technology.

Very good collection of articles and journal papers about Management. Furthermore, the topics discussed pertain directly to Science and Technology Workplaces and organizations that require different management skills than a conventional business with only one discipline. This book is a must for managers that have a mix of employees and personalities, and there are unique methods that percolate time tested ideas with statistical studies and research.To be quite honest, I have not finished reading all of the articles; however, there is an article that may stand out to a relevant dilemma. Recommended.

I bough this book for an Innnovation class I am taking at KU. The book contains a collection of articles that discuss innovation and its management from different angles. I am truly enjoying it.

As described. Decent price.

Arrived as promised.

I took a course with Professor Katz at MIT and this was the textbook. I recommend this series of article for anyone who is leading an organization in technology or science.

he love it, recommend it to my friend. delivery on time receive it next day . will buy next time. Very nice product - sharp, good weight, looks great.

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