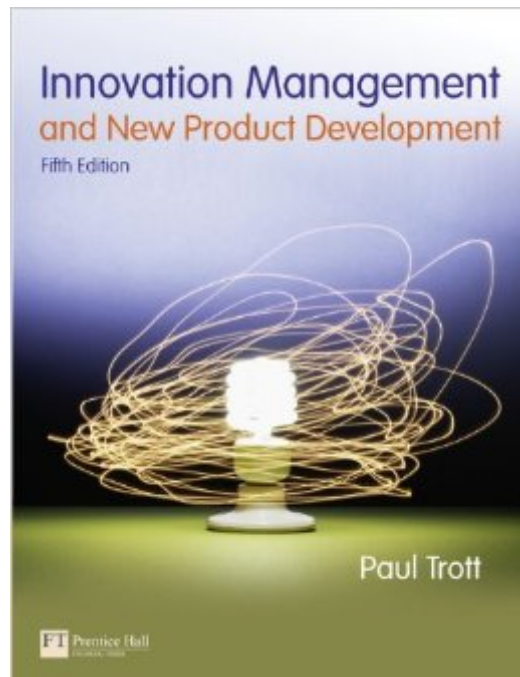


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# Innovation Management & New Product Development, 5th Ed.



## Synopsis

This book is suitable for undergraduates and postgraduates on a wide range of courses from marketing, strategic management, business studies and engineering. The subject of innovation management is often treated as a series of separate specialisms, rather than an integrated task. The main aim of this book, however, is to bring together the areas of innovation management and new product development and to keep a strong emphasis on innovation as a management process. Written in an accessible style, this title sets three key areas for the student: Innovation management, managing technology and knowledge and new product development. As innovation continues to be at the forefront of economic and political debate about how to improve the competitiveness of economies and firms, Innovation Management and New Product Development will give you some insight into the problems faced by firms as they try to develop innovative products that will help them survive and prosper. This new edition includes new large sections on entrepreneurship, process innovation and counterfeit and imitation. Also this edition includes brand new cases covering new developments in the industry including CSI-DNA Fingerprinting, folding shipping containers.

## Book Information

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## Customer Reviews

I bought this book as a requirement for an MBA class titled "Management of Innovation/Technology." Beyond reading Paul Trott's Innovation Management and New Product Development to satisfy class requirements is my personal involvement in innovation and technology.

Paul Trott's text helped me to understand the company I worked for many years ago and the role I have played since when consulting. Paul Trott provides a valuable perspective for anyone who is involved in research and development in a corporate, or for that matter, academic setting. If you find yourself, due to pursuing a passion for some subject (computer virtualization in my case), in a position where you are helping to develop, market or finance something that will make customers ask themselves "Who came up with that neat idea?" then you should read Mr. Trott's book. Mr. Trott provides insight into the different types of innovation that companies engage in, the lifecycle of new products and how organizations use their intellectual and technological assets to their advantage as well as customers and even society at large.

What I hate is the kindle edition and not the content of the book by itself. Searching is terrible and I would suggest people not to buy the kindle edition. Not well created.

Excellent book. The real cases are very useful to understand theories

I am using this book as a textbook for an elective course (Innovation Management) in our Industrial Engineering curriculum. It is a comprehensive up to date book. I only manage to use a few chapters since it covers many important areas of innovation management. I recommend it to other academicians, to students and to those who are interested in various aspects of innovation management.

Great condition.

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