

# BRINGING TECHNOLOGY AND INNOVATION INTO THE BOARDROOM

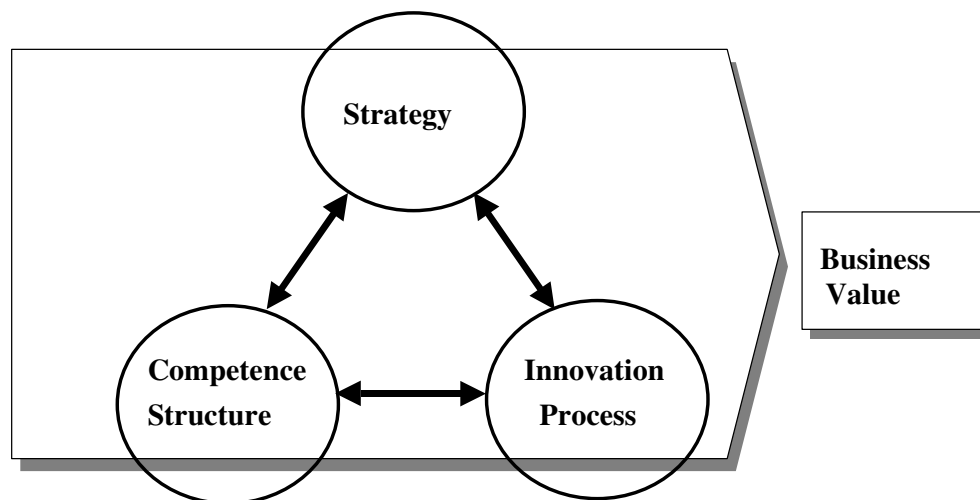
## Strategy, Innovation & Competences for Business Value

European Institute for Technology and Innovation Management

November 2003	200 pp	216x138mm
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Europe is waking up to the challenge of technology and innovation. We see EU commitment to spend 3% of GDP on R&D, but who is thinking about *how* to spend? Who is thinking about technology management? Does the corporate Board have the means to manage this spend? Should some percentage of the R&D be spent on improving technology and innovation management?

This is where this book makes a contribution. It brings together the latest practice, research findings and thinking, presented in a way that addresses top management requirements. The goal is to secure the economic future of the firm, in the context of a sustainable industry and society. Using the ideas and methods in this book, the Board can assess and improve its own ability to deal with the challenge of technology and innovation.



### Meeting the challenge of technology and innovation

Divided into four parts, the book focuses top management's attention on particular aspects of technology and innovation management:

- Meeting the challenge of technology and innovation
- Strategy: Using technology and innovation strategically
- Competence: Building up and exploiting technology assets
- Innovation: Fostering and managing the innovation process

Each part of the book provides key questions the Board can use to check the capability of the whole company to meet these challenges, backed up by practical guidelines and real company examples.

The book has been produced by a collaboration of leading European universities, focused on technology and innovation management from a science and engineering perspective.

**FULL CONTENTS:** Foreword; *Liikanen* - Introduction; *Probert & Durand* - Meeting the Challenge of Technology and Innovation; *Probert* - Wake-up Call For General Management: It's Technology Time; *Tschirky* - The Strategic Management of Technology and Innovation; *Durand* - Structuring a Systematic Approach to Technology Management: Processes and Framework; *Probert, Farrukh & Phaal* - Strategy: Using Technology and Innovation Strategically; *Durand* - Technology In Strategy and Planning; *Phaal, Farrukh & Probert* - Strategic options When Facing Technological Change; *Durand* - Multi-Technology Management: The Economics and Management of Technology Diversification; *Granstrand* - Competence: Building Up and Exploiting Technology Assets; *Nagel & Granstrand* - How To Evaluate Technology Performance?; *Jung* - Tasks and Structure of Technology Valuation, Prioritisation and Control; *Tschirky* - From R & D/Technology Management To IP/IC Management; *Granstrand* - Technology Intelligence System: Benefits and Roles of Top Management; *Savioz & Tschirky* - Technology Marketing: A New Core Competence of Technology-Intensive Enterprise; *Escher & Tschirky* - Changing the Rules of the Game: Strategic Alliances, The New Competitive Weapon; *Duysters & Nagel* - New Challenges For R & D Management; *Butler* - Innovation: Fostering and Managing the Innovation Process; *Herstatt* - Promoting Innovation In Organizations Unable To Innovate; *Durand* - Innovation Process Models and Their Evolution; *Herstatt & Verworn* - The 'Fuzzy-front End' of Innovation; *Herstatt & Verworn* - Search Fields For Radical Innovations Involving Market Research; *Herstatt* - Strategic Decision Making About Technology-based Projects; Development and Use of a Risk Reference Framework; *Halman, Keizer & Song*

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