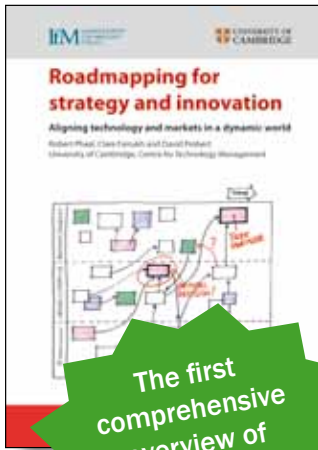


# Roadmapping for strategy and innovation

## Aligning technology and markets in a dynamic world



The first comprehensive overview of roadmapping!

More than a decade of research by the University of Cambridge's Institute for Manufacturing has gone into producing this text book – the first comprehensive overview of strategic roadmapping.

Science and technology are recognised as the foundations upon which we build economic and societal value. Yet as the complexity, pace and globalisation of technology developments continue to increase, the challenges of turning technological potential into sustainable business success multiply.

This book provides a comprehensive introduction to roadmapping, a powerful tool used widely by companies and other organisations to address many strategic and innovation goals.

### Provides both practitioners and academics with...

- An introduction to the concept and practice of roadmapping techniques
- Illustrated examples from a range of industrial sectors
- Practical workshop approaches for supporting the efficient initiation of roadmapping
- Guidance on using roadmapping with other strategic management tools and processes
- Recommendations on how roadmaps can be developed to support the communication of strategy

### Roadmapping benefits

- Flexible and adaptable to any firm, organisation or sector
- Provides structured visual representation of strategy
- Supports a wide variety of aims, including the alignment of commercial and technical strategy
- Helps integrate new technology into the business
- Communicates and promotes the value of technology to the business
- Supports sourcing decisions



### Dr Rob Phaal

has been at the Centre for Technology Management at the University of Cambridge Institute for Manufacturing (IfM) since 1997. Dr Phaal is

widely recognised as an expert in the field of roadmapping. He has facilitated over 200 roadmapping projects for companies, government agencies, research networks, trade associations and other organisations around the world.

**Clare Farrukh** spent six years in industry in process plant and composites manufacturing environments, involving engineering projects, production support, process improvement and new product introduction work.

**David Probert** is a founding member and Head of the Centre for Technology Management at the IfM. He is a Principal Investigator for the IfM's Innovative Manufacturing Research Centre.

about the authors...

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