

## Strategic Management Of Technological Innovation By

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~~Management of Technological Innovation Lecture: Week 4, Part 1~~

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This textbook, Strategic Management of Technological Innovation, is the number one innovation strategy text in the world. She also recently published Quirky:The Remarkable Story of the Traits, Foibles, and Genius Breakthrough Innovators Who Changed the World.

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Strategic Management of Technological Innovation, 4e by Melissa Schilling is the first comprehensive and rigorous, yet accessible text for the Technology and Innovation Management course. Unlike other books, Schilling's approach synthesizes the major research in the field, providing students with the knowledge needed to enhance case discussion and analysis.

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Furthermore, strategic refers to strategic technology management as being separate own disclipse itself apart from other managements like innovation management and R&D management which surrounds technology management activities. Thus, strategic technology management is placed or considered apart from other types of management in practice.

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