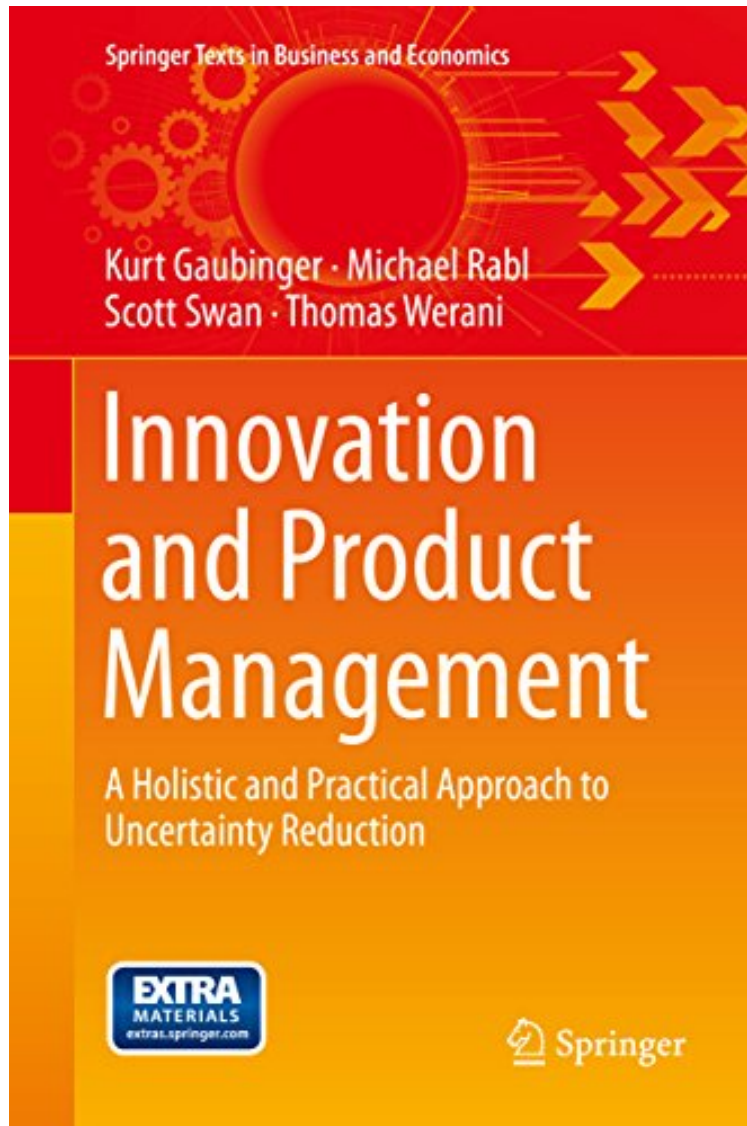


[E-BOOK] Innovation and Product Management: A Holistic and Practical Approach to Uncertainty Reduction (Springer Texts in Business and Economics)

Innovation and Product Management: A Holistic and Practical Approach to Uncertainty Reduction (Springer Texts in Business and Economics)

Kurt Gaubinger, Michael Rabl, Scott Swan, Thomas Werani
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Marketplace complexity and dynamics create an environment that increases the uncertainty of innovation activities. In this context systematic management of innovation and product management are increasingly important for company success. This book presents the fundamentals of innovation and product management and introduces the reader to a holistic process model with particular focus on innovation and uncertainty. This integrated consideration of innovation management and product innovation within an interdisciplinary approach represents a unique characteristic of this book. The book is designed to address the needs of managers who want a practical but well-researched guide to innovation and product management. Graduate and advanced undergraduate students would also find the chapters in this book particularly useful.

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Michael Rabl is Professor of Sensor Technology and Mechatronics at University of Applied Sciences Upper Austria. He is Head of the Bachelor's Degree Programme Innovation Engineering and Management and the international Master's Degree Programme Innovation and Product Management. He is acting as an independent expert for the European Commission for Research and Technological Development. As a senior researcher he was part of an international research group at the University of California Los Angeles working on the development of methods to cultivate algae as a feedstock for biofuels. In 2002 Michael Rabl became a full-time professor of Sensor Technology at the University of Applied Sciences in Wels, Upper Austria, and was named Head of Study of Innovation and Product Management in 2003. In 2000, he received his Ph.D. in Electrical Engineering from the Friedrich Alexander University Erlangen, Germany. In 2013 he received his MBA in Innovation and Business Creation from Technische Universität München, Germany. From 1999 to 2002 he worked for Siemens AG in Munich, first as an RD engineer and later as a product manager. His current research interests are in the field of mechatronics, innovation management and the development of international study programmes.

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Thomas Werani is Associate Professor at the Institute for Retailing, Sales and Marketing and Head of the Department for Business-to-Business-Marketing, Johannes Kepler University Linz. He studied business administration with a specialization in marketing, advertising, and marketing research at the University of Augsburg and the Vienna University of Economics and Business

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