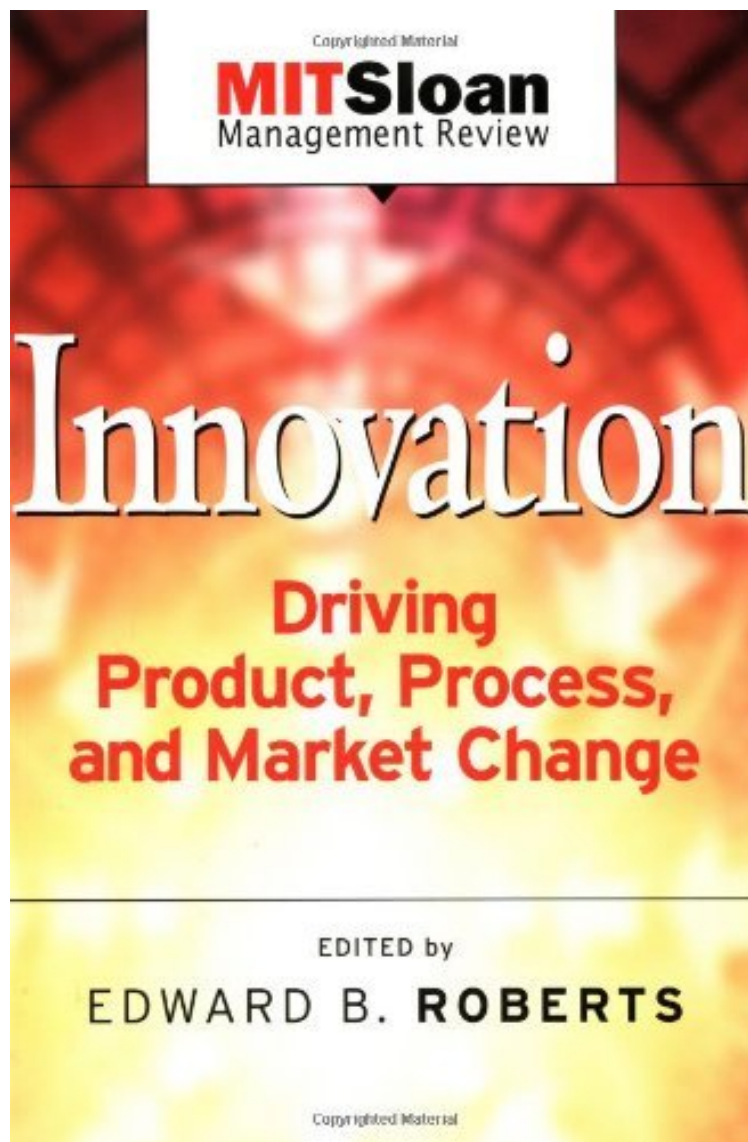


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Innovation: Driving Product, Process, and Market Change (The MIT Sloan Management Review Series)

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From Jossey-Bass : Innovation: Driving Product, Process, and Market Change (The MIT Sloan Management Review Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Innovation: Driving Product, Process, and Market Change (The MIT Sloan Management Review Series):

2 of 2 people found the following review helpful. A useful collection of articlesBy Bill GodfreyThis is an edited

collection of articles originally published in the MIT Sloan Management Review, mostly between 2000 and 2002, but with one from 1993. As the title implies, they are mostly concerned with innovations in product range, process and markets, but some touch on culture and there is substantial discussion of strategic partnerships and mergers. The focus is on managed sustaining innovation (extending and expanding existing ranges) rather than disruptive innovation (replacement of product ranges and markets, typically through technological change). It is a useful collection, with articles of a high quality in their field of interest.² of 2 people found the following review helpful. A useful compilation By Bill Godfrey A compilation of 12 articles first published in the MIT Sloan Management Review between 1993 and 2002, arranged in three parts: Innovating from the Inside Innovating with the Outside New Dimensions for Innovation The articles are all of good quality and collectively cover most of the core issues of successful innovation other than a specific focus on the culture of the organization (culture is discussed within many of the articles but not as an issue in itself).

Innovation represents the most important articles on the topic of innovation and features contributions from some of the world's top experts including Jordan J. Baruch, John Seely Brown, Anil Khurana, Constantinos Markides, Marc H. Meyer, Michael E. Porter, James Brian Quinn, Edward B. Roberts, Stephen R. Rosenthal, Harbir Singh, Robert I. Sutton, Karl Ulrich, James M. Utterback, Eric A. von Hippel, and others.

"We have found that the ideas contained in Innovation help us enormously to develop strategies and tactics to achieve innovation and change. Authors such as James Utterback, Brian Quinn, and Edward Roberts are feeding us the concepts and tools that we translate into our next generation product and business development approaches." --Ray Stata, founder and chairman, Analog Devices Inc. "A finely tuned collection of significant articles on innovation by one of its foremost students. Must reading for all managers of research and technology." --Michael F. Wolff, editor, Research-Technology Management "Ed Roberts's wonderful compilation of articles shows you why successful innovation requires both teamwork and vision and how to pull off this seemingly impossible combination in both large and small organizations." --Ray Kurzweil, winner of the National Medal of Technology, CEO of KurzweilAI.net, and author of The Age of Spiritual Machines "With new products and processes, economic growth can go on forever. Innovation lies at the heart of our economic success. No one understands the complex forces that underlie the innovation process better than Ed Roberts, and he has assembled in this book a wonderful array of those insights. Managerial leaders and academics alike will benefit from this set of unique readings." --Lester Thurow, Lemelson Professor of Management and Economics and former dean, MIT Sloan School of Management "We have found that the ideas contained in Innovation help us enormously to develop strategies and tactics to achieve innovation and change. Authors such as James Utterback, Brian Quinn, and Edward Roberts are feeding us the concepts and tools that we translate into our next generation product and business development approaches." --Ray Stata, founder and chairman, Analog Devices Inc. "A finely tuned collection of significant articles on innovation by one of its foremost students. Must reading for all managers of research and technology." --Michael F. Wolff, editor, Research-Technology Management "Ed Roberts's wonderful compilation of articles shows you why successful innovation requires both teamwork and vision and how to pull off this seemingly impossible combination in both large and small organizations." --Ray Kurzweil, winner of the National Medal of Technology, CEO of KurzweilAI.net, and author of The Age of Spiritual Machines "With new products and processes, economic growth can go on forever. Innovation lies at the heart of our economic success. No one understands the complex forces that underlie the innovation process better than Ed Roberts, and he has assembled in this book a wonderful array of those insights. Managerial leaders and academics alike will benefit from this set of unique readings." --Lester Thurow, Lemelson Professor of Management and Economics and former dean, MIT Sloan School of Management From the Publisher "We have found that the ideas contained in Innovation help us enormously to develop strategies and tactics to achieve innovation and change. Authors such as James Utterback, Brian Quinn, and Edward Roberts are feeding us the concepts and tools that we translate into our next generation product and business development approaches." --Ray Stata, founder and chairman, Analog Devices Inc. "A finely tuned collection of significant articles on innovation by one of its foremost students. Must reading for all managers of research and technology." --Michael F. Wolff, editor, Research-Technology Management "Ed Roberts's wonderful compilation of articles shows you why successful innovation requires both teamwork and vision and how to pull off this seemingly impossible combination in both large and small organizations." --Ray Kurzweil, winner of the National Medal of Technology, CEO of KurzweilAI.net, and author of The Age of Spiritual Machines "With new products and processes, economic growth can go on forever. Innovation lies at the heart of our economic success. No one understands the complex forces that underlie the innovation process better than Ed Roberts, and he has assembled in this book a wonderful array of those insights. Managerial leaders and academics alike will benefit from this set of unique readings." --Lester Thurow, Lemelson Professor of Management and Economics and former dean, MIT Sloan School of Management