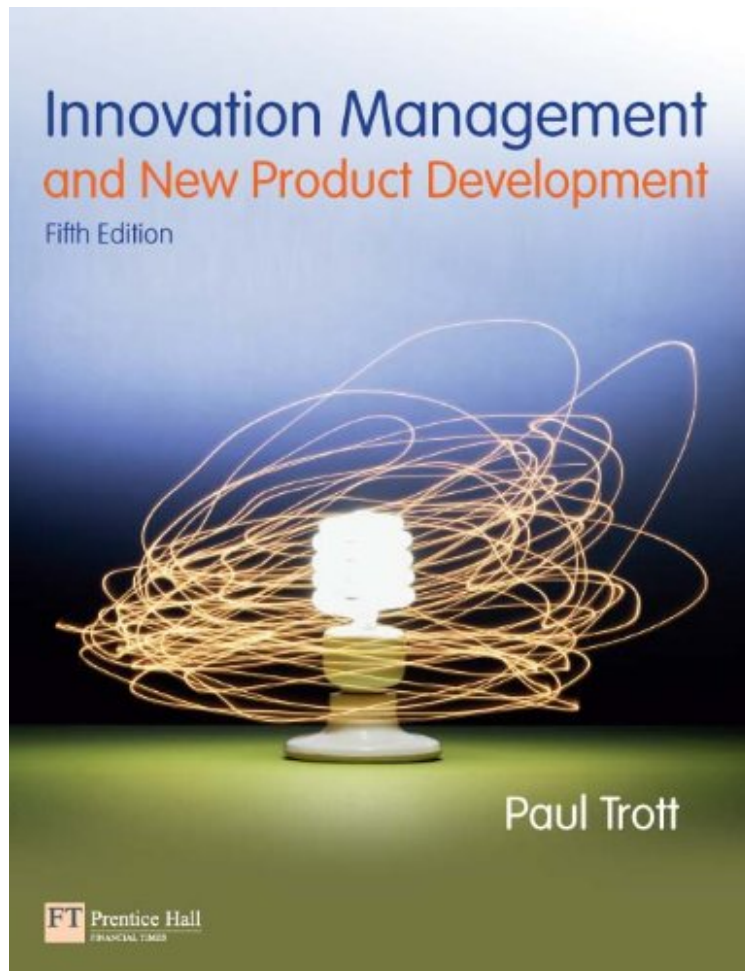


Innovation Management and New Product Development

Paul Trott

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Paul Trott : Innovation Management and New Product Development before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation Management and New Product Development:

2 of 2 people found the following review helpful. Who Came Up With That By Paul Hanrahan I bought this book as a requirement for an MBA class titled "Management of Innovation/Technology." Beyond reading Paul Trott's Innovation Management and New Product Development to satisfy class requirements is my personal involvement in innovation and technology. Paul Trott's text helped me to understand the company I worked for many years ago and the role I have played since when consulting. Paul Trott provides a valuable perspective for anyone who is involved in research and development in a corporate, or for that matter, academic setting. If you find yourself, due to pursuing a passion for some subject (computer virtualization in my case), in a position where you are helping to develop, market or finance something that will make customers ask themselves "Who came up with that neat idea?" then you should read Mr. Trott's book. Mr. Trott provides insight into the different types of innovation that companies engage in, the lifecycle of new products and how organizations use their intellectual and technological assets to their advantage as

well as customers and even society at large. 0 of 0 people found the following review helpful. What I hate is the kindle edition and not the content of ...By SriWhat I hate is the kindle edition and not the content of the book by itself. Searching is terrible and I would suggest people not to buy the kindle edition. Not well created. 0 of 0 people found the following review helpful. Five StarsBy Francisco DiazExcellent book. The real cases are very useful to understand theories

This book is suitable for undergraduates and postgraduates on a wide range of courses from marketing, strategic management, business studies and engineering. The subject of innovation management is often treated as a series of separate specialisms, rather than an integrated task. The main aim of this book, however, is to bring together the areas of innovation management and new product development and to keep a strong emphasis on innovation as a management process. Written in an accessible style, this title sets three key areas for the student: Innovation management, managing technology and knowledge and new product development. As innovation continues to be at the forefront of economic and political debate about how to improve the competitiveness of economies and firms, Innovation Management and New Product Development will give you some insight into the problems faced by firms as they try to develop innovative products that will help them survive and prosper. This new edition includes new large sections on entrepreneurship, process innovation and counterfeit and imitation. Also this edition includes brand new cases covering new developments in the industry including CSI-DNA Fingerprinting, folding shipping containers.

From the Publisher New to this edition: *four new chapters - E-commerce; Managing Intellectual Property; The Role of Market Research in New Product Development; Innovation and Operations Management and Innovation Policies *new case studies at the end of each chapter as well as increased coverage of: *electronic commerce *intellectual property *brand management and market research *the role of operations management and innovation management *entrepreneurship and the rapidly developing economy in Turkey Paul Trott is a Senior Lecturer at the Business School, University of Portsmouth and holds a Ph.D. from Cranfield University. He has written numerous reports and publications in the area of innovation management. Innovation Management and New Product Development is suitable for undergraduates studying Innovation management /New product development. It should also be of interest to undergraduates studying Technology Management as well as master's students studying Marketing or Product Development. From the Back Cover Innovation Management and New Product Development is suitable for undergraduates studying innovation management/new product development. It should also be of interest to undergraduates studying technology management as well as masters students studying marketing or product development. The text brings together innovation management and new product development, the role of intellectual property and the management of research and development. Particular emphasis is placed on the need to view innovation as a management process. About the Author Paul Trott is Professor of Innovation Management at the Business School, University of Portsmouth and Professor of Innovation Management Entrepreneurship at The Technical University of Delft, The Netherlands. He is the author of many articles and papers in the area of innovation management, and is co-author of the Penguin Business Dictionary.