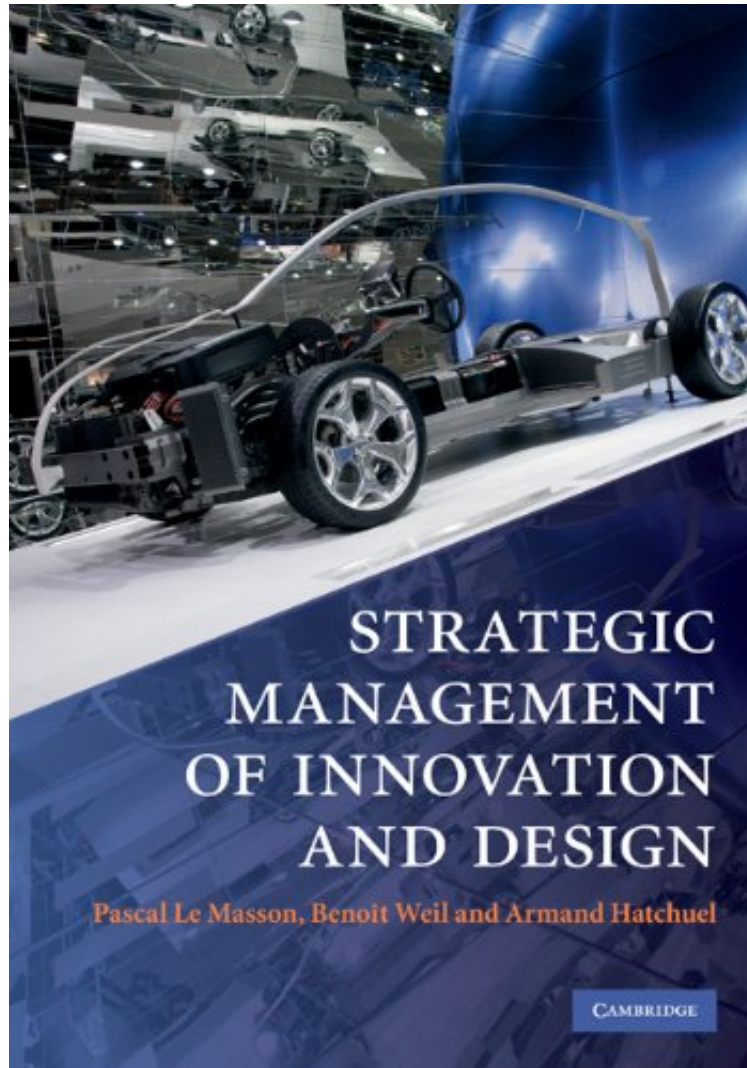


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Strategic Management of Innovation and Design

Pascal Le Masson, Benoit Weil, Armand Hatchuel
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Pascal Le Masson, Benoit Weil, Armand Hatchuel : Strategic Management of Innovation and Design
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Management of Innovation and Design:

1 of 1 people found the following review helpful. finally! By Eric Fraser the authors created a book with a few case studies and a bit of historical overview on the emergence of research labs and R&D departments in such a way as to weave a path of understanding on WHERE and HOW your organizational structure ought to go to innovate. It makes the distinctions clear on the innovation activities that are undertaken by many communities (research, engineering and design) and what to do to unify these actions in a concerted way. The reader quickly realizes the limitations that existing structures may create; then you will read about various skunkworks structures and how they affect

innovation. Throughout the text there is strong links that innovation is based on the learning organization, and the creativity tool CK that expands knowledge is shown in great detail in the last chapters. I recommend that the reader makes 2 passes to read this; first read it quickly and highlight only the most prominent info that strikes your judgement, then after a few months, re read more slowly and in detail hellip; and you will likely find that now your judgement is changed on issues of organizations that you thought were finehellip; when in fact they are not. so this book is not pop-music simple to read, it will become a reference.

There is now widespread agreement that innovation holds the key to future economic and social prosperity in developed countries. Experts studying contemporary capitalism also agree that the battle against unemployment and relocations can only be won through innovation. But what kind of innovation is required and what is the best way to manage, steer and organize it? Grounded on experiences of innovative firms and based on the most recent design theories, this book argues that instead of relying on traditional RD and project management techniques, the strategic management of innovation must be based on innovative design activities. It analyses and explains new management principles and techniques that deal with these activities, including innovation fields, lineages, C-K (Concept-Knowledge) diagrams and design spaces. The book is ideal for advanced courses in innovation management in industrial design schools, business schools, engineering schools, as well as managers looking to improve their practice.

"This timely study proposes an important new perspective on strategic management grounded in both empirical work and in the theory of design. It integrates research on knowledge and creative thinking to develop a radically different approach to the current challenges facing both managers and management researchers." - Ken Starkey, Professor of Management and Organisational Learning, Nottingham University Business School
About the Author
Pascal Le Masson is Professor of Design, Innovation and Management at Mines ParisTech. He is a professor of the Chair of Design Theory and Methods for Innovation and the head of the Engineering Design and Management Curricula. His work focuses on the management of innovative design capabilities. He is working with leading companies in innovation management (such as Renault, STmicroelectronics, Dassault Systèmes, Saab Aerospace, Schlumberger, Vallourec-Mannesmann and Areva), in partnerships with a number of leading universities, including Chalmers University of Technology, Aachen RWTH, Stanford University, Carnegie Mellon and Tel Aviv University.
Benoit Weil is Professor of Design and Management at the Centre for Management Science (CGS) at École des Mines, Paris.
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