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Management of Technological Innovation lecture: Week 4, Part 1

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Melissa Schillings Strategic Management of Technological Innovation, is the #1 innovatoin strategy text in the world. It approaches the subject of innovation management as a strategic process, and is organized to mirror the strategic management process used in most strategy textbooks, progressing from assessing the competitive dynamics of a situation to strategy formulation, to strategy implementation.

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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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Furthermore, strategic refers to strategic technology management as being separate own disciple 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

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apart from other types of management in practice.

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