



Technology Strategy for Managers and Entrepreneurs

By Scott A. Shane

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This book emphasizes how the future manager can use strategic management of innovation and technology to enhance firm performance.

This book covers the evolution of technology, meeting consumer needs, capturing values generated from investments, development of technology strategy, and implementation of the strategy.

This book is designed to teach professionals in business, engineering, and science how to use the strategic management of innovation to enhance firm performance.

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Technology Strategy for Managers and Entrepreneurs By Scott A. Shane Bibliography

- Sales Rank: #634581 in Books
- Published on: 2008-04-13
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 9.90" h x 1.00" w x 8.00" l, 2.07 pounds
- Binding: Paperback
- 432 pages

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