

CONTENTS

<i>About the Author</i>	v
<i>Acknowledgments</i>	vii
<i>Foreword</i>	ix
Chapter 1 Understanding Innovation and Technology: Key Definitions and Concepts	1
1.1 The New Economic Paradigm and the Importance of Technology and Innovation	1
1.2 Understanding Science, Research, and Technological Development	17
1.3 Innovation: Definition and Types	22
References	28
Chapter 2 Innovation as a Process	33
2.1 The Process and Management of Innovation	33
2.2 Innovation Models	42
References	57
Chapter 3 Sources of Innovation: A Strategic View	63
3.1 Where Does Innovation Come From?	63
3.2 Internal Sources: Resources and Capabilities of the Firm	65
3.3 External Sources: General Environment and Market	72
References	78

Chapter 4 Strategic Management of Technology and Innovation	87
4.1 Competitive Advantage and Technology	87
4.2 Competitive Dynamics and Technological Innovation	94
4.3 Diffusion and Adoption of Innovations	100
4.4 Innovation and Technology Strategies	105
4.5 Tools for Innovation and Technology Management	120
4.6 Technology Sourcing and Strategy of the Firm	128
References	130
Chapter 5 Organization, Leadership, and Culture	137
5.1 The Organizational Structure for Innovation	137
5.2 Leading Innovation and Change	148
5.3 Creating the Business Culture to Back Up Innovation	157
References	162
Chapter 6 Human Capital, Creativity, and Learning	173
6.1 Importance of Human Capital for Innovation	173
6.2 Creativity and Innovation	176
6.3 Idea Management: Tools to Enhance Creativity	182
6.4 Organizational Learning and Knowledge Management	191
References	199
Chapter 7 Innovation in Processes	207
7.1 Defining Business Process	207
7.2 Business Process Innovation	210
7.3 The Importance of ICT for Process Innovation	226
References	237
Chapter 8 The Development of New Products	245
8.1 Introduction	245
8.2 What is New Product Development?	246
8.3 New Product Development Models	247
8.4 Success Factors in NPD	255

8.5 The Development of New Services	265
References	272
Chapter 9 Effects of Innovation on the Firm Performance	281
9.1 The Objectives of Innovation	281
9.2 Defining Business Performance	283
9.3 Relationship Between Innovation and Firm Performance	285
References	294
<i>Index</i>	299