



Strategic Management of Technological Innovation

**7th Edition International Student Edition
Melissa A. Schilling**

ISBN: 9781265073350 / ©2023

Strategic Management of Technological Innovation is the #1 innovation 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.

While the book emphasizes practical applications and examples, it also provides systemic coverage of the existing research and footnotes to guide further reading. It is designed to be a primary text for courses in strategic management and innovation and new product development. It is written with the needs of both business students and engineering students.

Features

New Features:

Six New Short Cases: Netflix and the Battle of the Streaming Services, Failure to Launch at Uber Elevate, Zeta Energy and “The “Holy Grail” of Batteries, The Patent Battle Over CRISPR Cas-9 Gene Editing, How Apple Organizes for Innovation, Magna International’s Carbon Fiber “Lightweighting” Project.

Cases, Data, and Examples from Around the World: Careful attention has been paid to ensure that the text is global in its scope. The opening cases and examples feature companies from China, India, Israel, Japan, The Netherlands, Kenya, the United States, and more. Wherever possible, statistics used in the text are based on worldwide data.

More Comprehensive Coverage and Focus on Current Innovation Trends: In response to reviewer suggestions, the new edition now provides an extensive discussion of the use of “Big Data” in guiding innovation, the strengths and weaknesses of grand prizes (like the XPRIZE) in generating innovation, characteristics of breakthrough innovators, the role of organization culture in innovation, a detailed example of Failure Modes and Effects Analysis that helps students set up their own FMEA spreadsheet, and more. The suggested readings for each chapter have also been updated to identify some of the more recent publications that have gained widespread attention in the topic area of each chapter. Despite these additions, great effort has also been put into ensuring the book remains concise—a feature that has proven popular with both instructors and students.

New Sections to Address Reviewer Suggestions and to Modernize the Text

Retained Features:

SmartBook 2.0 – Our adaptive reading experience in Connect is now more personal, more accessible, more productive, and mobile.

Content

Preface

Chapter 1: Introduction

PART ONE: Industry Dynamics of Technological Innovation

Chapter 2: Sources of Innovation

Chapter 3: Types and Patterns of Innovation

Chapter 4: Standards Battles, Modularity, and Platform Competition

Chapter 5: Timing of Entry

PART TWO: Formulating Technological Innovation Strategy

Chapter 6: Defining the Organization’s Strategic Direction

Chapter 7: Choosing Innovation Projects

Chapter 8: Collaboration Strategies

Chapter 9: Protecting Innovation

PART THREE: Implementing Technological Innovation Strategy

Chapter 10: Organizing for Innovation

Chapter 11: Managing the New Product Development Process

Chapter 12: Managing New Product Development Teams

Chapter 13: Crafting a Deployment Strategy

It all starts with you and a courseware solution that enhances your unique teaching style with **support at every step.**

- A partnership mindset – committed to your goals and vision for success
- Control over the course experience that aligns to your teaching style
- Easy to learn, use, and personalize for faculty and students
- Platform and content quality assurance, accuracy, and reliability
- Flexible, accessible, and affordable student options
- Actionable insights, measurable results and outcomes
- A proven process and methodology for implementation and support

“

WHAT EDUCATORS THINK OF CONNECT

“With Connect’s powerful personalized studying experience, you can have students learn the basics before they come to class. Allowing you to be the educational expert that leads students to more “Ah-ha!” moments.”

- Roger Butters, Economics Professor



To learn more, visit mheducation.com/connect

Affordability & Outcomes

Affordability & Outcomes

- Flexibility! More Choice. You Decide.
- Multiple Options at Multiple Price Points!
- Content Options: McGraw Hill, Custom, Open Learning Solutions.
- Format Options: Print, McGraw Hill eBook, Courseware, Bundles.
- Delivery Options: Institutional purchase. student purchase.



Support At Every Step

Faculty support is critical to the success of implementing and using digital courseware. That's why we teamed up with faculty to create a website dedicated to providing above-and-beyond support. From initial training to implementing new tools to digging into the data, we're here to help.

Let us know how we can partner with you at every step.

Find all the resources you need for a successful semester in one spot: supportateverystep.com.