



Managing Innovation: Integrating Technological, Market and Organizational Change

Joe Tidd, John Bessant, Keith Pavitt

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Managing Innovation provides readers with the knowledge to understand, and the skills to manage, innovation at the operational and strategic levels. Specifically, it integrates the management of market, organizational and technological change to improve the competitiveness of firms and effectiveness of other organizations. The management of innovation is inherently interdisciplinary and multifunctional and Tidd, Bessant & Pavitt provide an integrative approach to the subject. Two new perspectives are introduced through which to re-examine material presented in each chapter: sustaining versus disruptive innovation (a greater emphasis will be placed on disruptive innovation) and organizations versus networks (greater discussion of the network issues raised in each chapter). Provides more treatment of innovation in services. Greater internationalization of case examples will be provided e.g. more examples will be included from Asia and Latin America. Introduces discussion of the relationship between innovation and the environment.

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