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# Strategic Management Of Technological Innovation





## Synopsis

Analyze. Formulate. Implement.Melissa Schillingâ <sup>™</sup>s Strategic Management of Technological Innovation, 5e approaches the subject of innovation management as a strategic process. It 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.

### **Book Information**

Paperback: 336 pages Publisher: McGraw-Hill Education; 5 edition (January 21, 2016) Language: English ISBN-10: 1259539067 ISBN-13: 978-1259539060 Product Dimensions: 0.5 x 7 x 9 inches Shipping Weight: 1.1 pounds (View shipping rates and policies) Average Customer Review: 4.0 out of 5 stars Â See all reviews (5 customer reviews) Best Sellers Rank: #72,619 in Books (See Top 100 in Books) #31 in Books > Textbooks > Business & Finance > Business Development #111 in Books > Business & Money > Management & Leadership > Strategy & Competition #231 in Books > Textbooks > Business & Finance > Management

#### **Customer Reviews**

This is the worst book EVER. The facts in the case study are mostly wrong, the terminology is out dated. Finally the price of this textbook is ridiculous for the value. Schilling needs to do better fact checking. WASTE OF MONEY.

Too expensive for a freaking stupid paperback, but the seller was soooo nice

Exactly as described.

good condition

This is a awesome book that delivered on many levels!

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