New and Notable Titles in Innovation, Technology and Information Management

BUSINESS MODEL INNOVATION
Building Technical and Social Architecture for Customer Experience Through Global Resources
by M S Krishnan (University of Michigan, USA)
Written by one of the leading minds in business and technology, this book presents a number of real case studies on business transformation and business model innovation. Drawing upon examples all over the globe from companies in the US, Europe and India, it covers business models in both developed and emerging markets. Concepts introduced in the award-winning New Age of Innovation book co-authored by C K Prahalad and M S Krishnan are extended here in the form of engaging examples of firms leveraging their technology and social architectures to deliver personalized value to their customers. Those interested in business model innovation will find this a particularly valuable resource in keeping up with the changing business scene in the age of technology.

Key Features:
• Includes real world cases and real examples of business model experiments from the US, India, Europe, covering business models in both developed and emerging markets
• Extends concepts from the award-winning The New Age of Innovation book (co-authored by Krishnan), with a focus on how firms can build technical and social architecture to remain competitive globally

300pp 978-981-4566-30-8 Nov 2016
US$110 £73

DRIVERS OF COMPETITIVENESS
by Diego Comin (Dartmouth College, USA)
This book focuses on technology and seeks to analyze its causes and consequences on productivity and competitiveness and to examine the dynamic relationships between the different factors in various contexts. Building on state-of-the-art research, the book illustrates the global, institutional and technological factors that shape the performance of business and countries. Unlike most existing books in the field, this book is a self-contained case book ideal for classroom use. The cases in the book are brand new. All of them are written in the context of the global financial crisis, providing a new perspective on the crisis that sheds light on its effect on competitiveness and on the diversity of responses by companies and countries. The cases and the analytical framework that emerges from the book constitute an essential kit for current and future managers, policy-makers and observers of global dynamics.

576pp 978-981-4566-30-8 May 2016
US$125 £83

Open Innovation: Bridging Theory and Practice - Vol 1
OPEN INNOVATION
A Multifaceted Perspective (In 2 Parts)
edited by Anne-Laure Mention (Luxembourg Institute of Science and Technology, Luxembourg) & Marko Torkkeli (Lappeenranta University of Technology, Finland)
“In a world of accelerating change, open innovation is of growing interest to both researchers and practitioners as a powerful mechanism for understanding and driving renewal of smart service systems and networks. This book provides multiple perspectives on open innovation theory and practice for academic, industry, and government leaders including public policy makers seeking sustainable economic growth. The breadth and depth of the chapters is wonderful stimulation for inspiring needed ‘adaptive T-shaped makers’ of tomorrow’s innovation ecosystems.”

Dr James C Spohrer
Director, IBM University Programs (IBM UP) and Cognitive Systems Institute

Open Innovation: A Multifaceted Perspective unveils research on open innovation from multidisciplinary perspectives and with practical insights from leaders and policy-makers.

708pp 978-981-4719-17-9(Set) Apr 2016
US$188 £124
New & Notable Titles in Innovation, Technology and Information Management

**THEORY OF KNOWLEDGE Structures and Processes**
by Mark Burgin (UCLA)

This book aims to synthesize different directions in knowledge studies into a unified theory of knowledge and knowledge processes. It explicates important relations between knowledge and information. It provides the reader with understanding of the essence and structure of knowledge, explicating operations and processes that are based on knowledge and vital for society.

The book also highlights how the theory of knowledge paves the way for more advanced design and utilization of computers and networks.

400pp  Jun 2016  978-981-4522-67-0  US$120  £79

**TOTAL VALUE DEVELOPMENT How to Drive Service Innovation**
by Frank M Hull (Cass Business School, City University London, UK) & Christopher David Storey (University of Sussex, UK)

This book provides a framework to help businesses innovate and derive greater value from the services they offer. The secret is to devise an innovative model built on total value creation, identified as the total value development (TVD) model. The TVD model has broad applicability for any large organization. Here, case studies are presented showing the effectiveness of the TVD model in its practical application within companies. Statistical evidence is used to recommend improvements to performance outcomes, such as time compression, cost reduction, quality and innovation. Studies of over 100 service enterprises in the United States and the United Kingdom provide compelling evidence for benefits from business model innovation.

400pp  Jun 2016  978-1-78326-713-2  US$125  £83

**MANAGEMENT OF INNOVATION STRATEGY IN JAPANESE COMPANIES**
edited by Kazuki Hamada (Kwansei Gakuin University, Japan) & Shufuku Hirooka (Soka University, Japan)

Traditionally, innovation has been considered difficult to manage, as it occurs through contingent discoveries and inventions. For effective innovation management, it is necessary to determine what provides new value to customers and achieve this new value efficiently, while solving the technical problems. This book explores how innovation management for industrial revitalization and activation are conducted in Japanese companies. "Innovation" has diverse definitions, but the editors of this book have adopted the one proposed by J A Schumpeter. The features of innovation management in Japanese companies are considered systematically in the book. Positive analyses using questionnaires and innovation management strategy in individual industries and companies is also explored in detail.


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**THE UCLA ANDERSON BUSINESS AND INFORMATION TECHNOLOGIES (BIT) PROJECT**
A Global Study of Technology and Business Practice (2016)
edited by Vandana Manga, Uday Karmarkar (UCLA), Andreina Mandelli (SDA Bocconi School of Management, Italy) & Antonella La Rocca (Universitàdella Svizzera Italiana, Switzerland)

This is the fourth of a series of research volumes from the BIT network. The BIT network comprises 21 partners from 17 countries, and conducts studies on the impact of new information and communication technologies on business practice, industry structure and economic change. This volume contains papers from Chile, Croatia, Italy, Korea, New Zealand, Switzerland, Taiwan and the United States. It presents a unique longitudinal and cross-sectional view of technology adoption and business practice across a diverse set of countries and economies. Combining the takeaways from the rest of the volumes, it appears that there are some commonalities with respect to patterns of technology adoption, but there are also significant differences among countries.

300pp  May 2016  978-981-4713-98-6  US$98  £65

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**INNOVATE YOUR INNOVATION PROCESS 100 Proven Tools**
by Shlomo Maital (Technion-Israel Institute of Technology, Israel)

Through a series of short stories and brief case studies about great innovators, this book will help managers and entrepreneurs rethink their innovation processes, using the tools outlined in the book. The eight chapters include narratives on: From Ideas to Action; Breaking the Rules; Learning Creativity from our Kids; Innovation as a Team Sport; and Innovating for Those with Less. The basic idea is that the best way to become a world-class innovator is to learn from other world-class innovators and to study what they did and how they did it.


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**NOTABLE BACKLIST**

Series on Technology Management - Vol 13
Building Innovation Capability in Organizations: An International Cross-Case Perspective
Míle Terzióvski (University of Melbourne, Australia)

Management of Technology - Volume 1
Challenges in the Management of New Technologies
Marianne Hoflesberger (Austrian Research Centers GmbH-ARC, Austria) et al.

Fundamentals of Patenting and Licensing for Scientists and Engineers
Matthew Y Ma (Scientific Works, USA)

Studies on Science and the Innovation Process: Selected Works of Nathan Rosenberg
Nathan Rosenberg (Stanford University, USA)

Breakthrough Strategic IT and Process Planning
Benett P Lientz (UCLA Anderson School of Management, USA)

Knowledge Management: Innovation, Technology and Cultures
Christian Stary (Johannes Kepler University, Austria) et al.

The Changing Face of Innovation: Is it Shifting to Asia?
Seeram Ramakrishna (National University of Singapore, Singapore) et al.

Management of Technology - Volume 2
Management of Technology Innovation and Value Creation
Selected Papers from the 16th International Conference on Management of Technology, Mosta, Malta, 26 – 27 September 2007
Christian Stary (Johannes Kepler University, Austria) et al.

Information Technology Investment
Decision-Making Methodology (2nd Edition)
Marc J Schniederjans (University of Nebraska–Lincoln, USA) et al.
LIVING INNOVATION
Competing in the 21st Century Access Economy
by Hervé Mathe (ESSEC Business School, Paris, France & ESSEC Business School, Singapore)

Living Innovation: Competing in the 21st Century Access Economy explores how the digital revolution has empowered customers, and how organizations have to innovate to gain a deeper understanding of user needs. Stepping away from the traditional mindset of products being the foremost concern of an organization, this book elaborates on how service value and the management of customer relationships are some of the new goals of an experience-driven economy. The ten chapters of this book provide insights and different perspectives into this new economy, including the consequences of the shift away from a product-based mindset, the role of the physical space as a stimulator of innovation and the keys to making service innovation a success.

324pp Nov 2015
978-981-4719-57-5 US$118 £78

Series on Innovation and Knowledge Management
COMMUNICATION AND KNOWLEDGE TRANSFER
Theories and Cases in Journalism, Public Relations and Advertising
by Seow Ting Lee (Illinois State University, USA)

This book brings together the theories of knowledge management and communication to examine the goals, functions and effects of knowledge management on journalism, public relations, and advertising. Through numerous case studies, it investigates the critical inter-relationships between communication and knowledge creation in theory and practice. It also examines the dynamics of knowledge transfer, tacit knowledge, and the challenges of harnessing, transferring, and sharing tacit knowledge. It offers new insights into knowledge transfer and provides practical recommendations to organizations, students, academics and mass communication practitioners.

200pp Feb 2017
978-981-4271-02-8 US$65 £45

Series on Technology Management - Vol 25
SMALL FIRMS AS INNOVATORS
From Innovation to Sustainable Growth
by Helena Forsman
(University of Tampere, Finland)

Small Firms as Innovators: From Innovation to Sustainable Growth provides a rich empirical analysis of innovation in the context of small business. The book first introduces the general innovation patterns present in small firms. It then progresses to demonstrate how these firms create and strengthen their innovation capacity, how they transform this capacity into real-world innovations and how these innovations are exploited for creating superior competitiveness that can be transformed into sustainable growth. To conclude, this book offers both theoretical and empirical insights for measuring and managing innovation performance in small firms.

220pp May 2015
978-1-78326-633-3 US$89 £59

FUNDAMENTALS OF PATENTING AND LICENSING FOR SCIENTISTS AND ENGINEERS
2nd Edition
by Matthew Y Ma (Scientific Works, USA)

“Matthew Ma has simplified convoluted legal concepts to plain and practical language. His book is incredibly useful and accessible to any scientist seeking to protect his innovations. I used Fundamentals of Patenting as a text reference for my engineering students at UC Berkeley.”

Tal Lavian, PhD
College of Engineering
University of California, Berkeley

364pp Apr 2015
978-981-4452-53-3 US$68 £45

EXPERIENCING INNOVATION IN ASIA
Cases in Business Model Development
edited by ESSEC Business School
With: Capgemini Consulting

Does business model innovation look the same in Asia as it does in the Western world? If not, what can we learn from the differences? This book attempts to answer these important questions through a series of original cases concerning a variety of companies, from large multinationals to small social enterprises. The cases arise from the Asian Strategy Project, an initiative conceived by ESSEC Business School and supported by Capgemini Consulting. As part of this unique programme, students were embedded in a company in an Asian emerging market and given the opportunity to develop their understanding of an innovative business model by working on real strategic issues that the company faced. This book gathers a representative selection of the resulting cases, creating a repository of knowledge for business students, teachers and professionals who wish to learn more about innovative business models in Asia.

328pp Jun 2015
978-981-4689-14-4 US$68 £45

THE WORLD OF NEGOCIATION
Theories, Perceptions and Practice
by Amira Galin (Tel Aviv University, Israel)

The book will take its readers on a short tour of the world of negotiation, and provide them with a systematic understanding of a wide array of negotiation topics. The book includes the most essential points of interest and related interest to negotiation, such as theories and conceptions, basic negotiation processes and situations (including negotiating a hostage crisis), the impact of culture, negotiation values, and the uses of third-party intervention in negotiation. Each chapter concludes with a Practical Application section, giving readers an opportunity to implement the insights and make better decisions in future negotiation situations.

332pp Dec 2015
978-981-4619-32-5 US$75 £50

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RESPONSIBLE INNOVATION
From Concept to Practice
by Xavier Pavie (ESSEC Business School, France), Victor Scholten (University of Technology, The Netherlands) & Daphné Cathy (ESSEC Business School, France)

At a time when the limits on human progress are ever-decreasing and the consequences of human actions have never been so critical to predict and manage, the responsible nature of innovations has acquired a whole new importance. Firms now need to find the appropriate balance between achieving positive growth and performance while integrating the concept of responsible innovation at the very core of innovation strategies and processes. Based on extensive academic research and illustrated by multiple case studies and examples, this book will help understand the challenges and issues of responsible innovation for leaders and managers. It will also provide a process for implementing responsible innovation into an organization while improving performance sustainably.

188pp May 2014
978-981-4525-07-7 US$68 £45

EFFECTIVE TECHNOLOGY TRANSFER IN BIOTECHNOLOGY
Best Practice Case Studies in Europe
edited by Oliver Uecke (Technische Universität Dresden, Germany & Lipotype GmbH, Germany), Robin De Cock (Imperial College Business School, UK & Ghent University, Belgium), Thomas Crispеels (Vrije Universiteit Brussel, Belgium) & Bart Claessens (Imperial College Business School, UK)

This book presents seventeen best-practice case studies on the topic of effective technology transfer in biotechnology. The selected case studies focus on technology transfer offices, funding models, incubators, education and clusters. Each presents an overview of an initiative that was deployed in Europe with the aim of supporting and stimulating the transfer of biotechnology discoveries and technologies from research laboratories to society. These cases are the product of research undertaken as part of the ETTBio (Effective Technology Transfer in Biotechnology) project, co-financed by the European Union (ERDF — European Regional Development Fund) and made possible by the INTERREG IV C Programme.

292pp Mar 2015
978-1-78326-680-9 US$98 £65

DIGITAL HERITAGE AND CULTURE
Strategy and Implementation
edited by Herminia Din (University of Alaska Anchorage, USA) & Steven Wu (Innoleaders Pte Ltd, Singapore)

This book addresses the state-of-the-art initiatives as well as challenges, policy, and strategy issues in developing a digital heritage ecosystem within the broader context of an emerging digital culture. Case studies are drawn from the United States, Europe, and Asia to showcase the breadth of innovative ideas in delivering, communicating, interpreting, and transforming cultural heritage content and experience through multi-modal, multimedia interfaces. Aiming to offer a balanced overview of digital heritage and culture issues and technologies, the book pulls together expert views and updates on these four broad areas, namely, a) policy and strategy, b) applications, c) business models, and d) emerging concepts and directions.

364pp Dec 2014
978-981-4522-97-7 US$98 £65

Financial Engineering and Risk Management - Vol 3
ENTERPRISE RISK MANAGEMENT
2nd Edition
by David L Olson (University of Nebraska – Lincoln, USA) & Desheng Dash Wu (Stockholm University, Sweden & University of Toronto, Canada)

This book approaches enterprise risk management from the perspectives of accounting, supply chains, and disaster management, in addition to the core perspective of finance. While the first edition included the perspective of information systems, the second edition views this as part of supply chain management or else focused on technological specifics. It discusses analytical tools available to assess risk, such as balanced scorecards, risk matrices, multiple criteria analysis, simulation, data envelopment analysis, and financial risk measures.

44pp Mar 2015
978-981-4632-76-8 US$88 £58

OPEN INNOVATION RESEARCH, MANAGEMENT AND PRACTICE
edited by Joe Tidd (SPRU, University of Sussex, UK)

“In sum, this interesting book illustrates that the simple dichotomy between open and closed approaches for innovation is not realistic, and that there are pitfalls to open innovation. This book can certainly be useful to managers trying to keep up with the fast changing environment and with the current challenges of innovation, but is more useful to academic scholars.”

Paulo Figueiredo

456pp Dec 2013
978-1-78326-280-9 US$135 £89

Knowledge Management
through the Technology Glass
Melina Handzic (Sarajevo School of Science & Technology, Bosnia-Herzegovina)

People, Knowledge and Technology
What Have We Learnt So Far?
Bruno Trezzini (Nanyang Technological University, Singapore) et al.

Seeing the Invisible
National Security Intelligence in an Uncertain Age
Thomas Quiggin (Nanyang Technological University, Singapore)

Knowledge Management and Risk Strategies
Akira Ishikawa (Emeritus Professor, Aoyama Gakuin University, Japan) et al.

Service Innovation
Organizational Responses to Technological Opportunities & Market Imperatives
Joe Tidd (University of Sussex, UK) et al.
DYNAMICS OF GOVERNING IT INNOVATION IN SINGAPORE
A Casebook
by Gary Pan (Singapore Management University)
Focusing on issues in the management and governance of IT innovation, this book links concepts and theories of academic learning to actual real-life scenarios from the successful experiences of public and private sector organisations in Singapore. While there is little disagreement that innovation is the fundamental source of value creation and competitive advantage, investment in IT to support and foster innovation by no means guarantees success. There are various issues to be considered, such as the question of processes and structures that need to be in place in order to maximise value, how to leverage IT innovation to formulate constantly evolving strategies so as to seize emergent opportunities, and how to overcome challenges faced in implementation, amongst others.

296pp 978-981-4417-82-2 Oct 2013 US$68 £45

Series on Technology Management - Vol 22
DISCONTINUOUS INNOVATION
Learning to Manage the Unexpected
by Peter Augsdörfer (Technische Hochschule Ingolstadt, Germany), John Bessant (University of Exeter, UK), Kathrin Möslein (Universität Erlangen-Nürnberg, Germany), Bettina von Stamm (Innovation Leadership Forum, UK) & Frank Piller (RWTH Aachen University, Germany)
This book is based on the findings, issues and questions related to an ongoing decade-old research project named the Innovation Lab. The research project focuses on discontinuous innovation in more than thirteen countries, most of which are European, and provides useful insights into its different challenges. It also raises several questions related to the subject, some of which are: how do firms pick up weak signals on emerging — and possibly radically different — innovation? What should firms do when these weak signals hit their “mainstream” process? This book attempts to provide answers to the above mentioned questions by gathering information from the research project and also from firms that have tried exploring various ideas, models and insights to tackle discontinuous innovation.

460pp 978-1-84816-780-3 Nov 2013 US$78 £51

Series on Technology Management - Vol 21
WORKBOOK FOR OPENING INNOVATION
Bridging Networked Business, Intellectual Property and Contracting
by Jaakko Paasi, Katri Valkokari, Henri Hytönen (VTT Technical Research Centre of Finland, Finland), Laura Huhtilainen & Soili Nystén-Haara (University of Eastern Finland, Finland)
This book focuses on the implementation of phenomena, theories and ideas presented in the book Bazaar of Opportunities for New Business Development — Bridging Networked Innovation, Intellectual Property and Business. In these two books we go beyond the paradigm of open innovation and underline the variety of opportunities that firms may have in innovation and new business development with external actors. This workbook presents practical tools for managers to utilize so that they are better prepared for innovation with external actors and, accordingly, they can then successfully implement opened networked innovation in their business. The workbook includes a guide for collaboration within networked innovation and business, a guide for making IP strategy, and a guide for contracting (including checklists supporting the contracting).

172pp 978-1-84816-960-9 Dec 2012 US$65 £43

Series on Technology Management - Vol 19
FROM KNOWLEDGE MANAGEMENT TO STRATEGIC COMPETENCE 3rd Edition
Assessing Technological, Market and Organisational Innovation
edited by Joe Tidd (University of Sussex, UK)
More recently, this field has fragmented into a number of related disciplines with subtle differences in focus: Knowledge management — how organisations identify, share and exploit their internal competencies, in particular the knowledge of individuals. Organisational learning — the relationship between individual and organisational knowledge and how organisations ‘unlearn’ past competencies and acquire new competencies. Strategic management — how competencies can be assessed, and how these contribute to performance. Innovation management — how such competencies are translated into new processes, products and services.

This third edition has been fully updated with five new chapters.

432pp 978-1-84816-883-1 Jul 2012 US$120 £79

Series on Technology Management - Vol 20
BAZAAR OF OPPORTUNITIES FOR NEW BUSINESS DEVELOPMENT
Bridging Networked Innovation, Intellectual Property and Business
by Jaakko Paasi, Katri Valkokari, Tuija Rantalai, Soili Nystén-Haara, Nari Lee & Laura Huhtilainen (University of Eastern Finland)
This book goes beyond the paradigm of open innovation and underlines the variety of opportunities that firms may have in innovation and new business development with external actors. This book shows readers that firms can interact, innovate, and do business with different known and unknown actors, both formally and informally, and use different levels of openness within interorganizational innovation processes. External actors, however, also mean additional risks for the firm that they should manage. The subtitle of this book addresses the guidance and perspectives that the book will provide in order to better prepare the reader for innovation with external actors.

236pp 978-1-84816-891-6 Dec 2012 US$98 £65

INFORMATION SYSTEMS
The Connection of People and Resources for Innovation — A Textbook
by Cheng Hsu (Rensselaer Polytechnic Institute, USA)
This unique new textbook on Information Systems (IS) provides an answer to a few basic questions in the field: What is the scientific nature of IS? How do we design IS in today’s connected world? What is the relationship between IS and innovation in knowledge economies? Whereas mainframe corporate computers tended to dominate the thinking in the 1980s, the dominating factor today is personal digital devices that connect the world as one whole. IS. Network science is emerging to describe these digital connections (e.g., social networking), and service science is similarly emerging to describe service value networks.

360pp 978-981-4383-51-6 Mar 2013 US$88 £58

NEW & NOTABLE TITLES IN INNOVATION, TECHNOLOGY AND INFORMATION MANAGEMENT
WORLD SCIENTIFIC www.worldscientific.com
INSIDE REAL INNOVATION
How the Right Approach Can Move Ideas from R&D to Market — and Get the Economy Moving
by Eugene Fitzgerald, Andreas Wankerl (Massachusetts Institute of Technology, USA) & Carl Schramm (The Kauffman Foundation, USA)

“Kudos to the authors of Inside Real Innovation. After debunking the age-old dogma about real innovation being a linear process, they clearly demonstrate how the cornerstones of Technology, Market, and Implementation must work together iteratively to realize ideas in the marketplace. As a university professor who has founded five companies to date, I especially commend this book to US government and university IP policy makers.”

Jerry Woodall
National Medal of Technology Laureate

248pp
978-981-4327-98-5
Nov 2010
US$29 £20

THE TRANSFER AND LICENSING OF KNOW-HOW AND INTELLECTUAL PROPERTY
Understanding the Multinational Enterprise in the Modern World
by David J Teece (University of California, Berkeley)

The international transfer of technology is one of the most important features of the global economy. However, the literature on it is sparse. This book encapsulates the author’s contributions to this field over the last three decades and provides insights into the manner, mechanisms, and cost of technology transfer across national boundaries and the implications for (the theory of) the international firm.

Key Features:
• Written by top 10 scholar world wide in economics and business, with both research and industry background

488pp
978-981-256-849-6
Sep 2008
US$220 £146

THE TAO OF INNOVATION
Nine Questions Every Innovator Must Answer
by Teng-Kee Tan (University of Missouri, Kansas City, USA), Hsien Seow (McMaster University, Canada) & Sue Tan Toyofuku (Innovation Consultant, USA)

“This unusual and useful workbook patiently takes readers from evaluating an opportunity to scaling a business ... The authors take readers through a complex process, sprinkling hints and do-it-yourself exercises throughout each chapter ... anyone willing to try a new flavor of business innovation will be richly rewarded.”

Publishers Weekly

256pp
978-1-78326-620-3
Jan 2015
US$35 £23

DESIGN-INSPIRED INNOVATION
by James Utterback (Massachusetts Institute of Technology, USA), Bengt-Arne Vedin (Mälardalen University, Sweden), Eduardo Alvarez (VIGIK, Inc.), Sten Ekman (Mälardalen University, Sweden), Susan Walsh Sanderson (Rensselaer Polytechnic Institute, USA), Bruce Tether (University of Manchester, UK) & Roberto Verganti (Politecnico di Milano, Italy)

“This book should prove very valuable to individuals and firms working with, or contemplating a relationship with, designers and design firms.”

280pp
978-981-256-694-2
Dec 2006
US$99 £65
978-981-256-695-9(pbk)
US$45 £30

ENGINEERS OF PROSPERITY
Templates for the Information Age
by Gerardo R Ungson (University of Oregon, USA) & John D Trudel (The Trudel Group, USA)

“This is a well-presented guide on how to compete in an age in which information technology is the driving force. It analyses the main issues which must be faced if firms are to succeed in a global market. It provides many ideas on coping with a rapidly changing situation and most managers will find it a very useful reference tool.”

412pp
978-1-86094-092-7
Sep 1998
US$35 £20

R&D STRATEGY AND ORGANISATION
Managing Technical Change in Dynamic Contexts
by Vittorio Chiesa (Universitàdegli Studi di Milano-Bicocca, Milan, Italy)

This book deals with key issues and trade-offs in R&D strategy and organisation, paying attention especially to dynamic competitive contexts where technology plays a key role. These topics are treated from the perspective of the decision taker, i.e. the manager who makes decisions in terms of R&D strategy and organisation. The book addresses typical problems of large firms having structured R&D and operating businesses where R&D is a source of competitive advantages. Although it focuses strongly on R&D, it sees R&D as a part (a key part) of the process of technological innovation, and therefore as an activity to be strongly and appropriately integrated with other functions to make innovation successful.

292pp
978-1-86094-261-7
Mar 2001
US$105 £69

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A Strategic Analysis
by Frederick D Lipman (Blank Rome LLP, USA)
312pp  Mar 2016
978-981-4632-64-5
US$48  £32

INTERNATIONAL TRADE Theory, Evidence and Policy
by Richard Pomfret (University of Adelaide, Australia & The Johns Hopkins University, Italy)
320pp  Apr 2016
978-981-4725-07-1
US$95  £63

WORLDWIDE CASEBOOK IN MARKETING MANAGEMENT
by Luiz Moutinho (Dublin City University, Ireland)
924pp  Apr 2016
978-981-4689-60-1
US$225  £149

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In Relationships, Family, Organisations, Leadership, and Life
by Siong Guan Lim (Lee Kuan Yew School of Public Policy, NUS, Singapore) & Joanne H Lim (The Right Perspective, Singapore)
250pp  May 2016
978-981-3108-63-9
US$58  £38
978-981-3108-64-6(pbk)
US$30  £20

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Some Statistics for Management Problems
by Alan Jessop (Durham University, UK)
316pp  May 2016
978-981-4696-67-8
US$75  £50

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People, Technology, Strategy
by Jochen Wirtz (NUS, Singapore) & Christopher Lovelock
600pp  May 2016
978-1-944659-00-4
US$118  £78
978-1-944659-01-1(pbk)
US$59  £40

WINNING IN SERVICE MARKETS
Success through People, Technology and Strategy
by Jochen Wirtz (NUS, Singapore)
500pp  Jun 2016
978-1-944659-04-2
US$75  £49
978-1-944659-05-9(pbk)
US$38  £25

HOW TO CREATE A SUCCESSFUL BUSINESS PLAN
For Entrepreneurs, Scientists, Managers and Students
by Dan Galai (The Hebrew University of Jerusalem, Israel), Lior Hillel (Independent Business Consultant, Switzerland) & Daphna Wiener (The Hebrew University of Jerusalem, Israel)
280pp  Jun 2016
978-981-4651-28-8
US$58  £38
978-981-4651-51-6(pbk)
US$29  £19

ORIENTAL MANAGEMENT
by Dongshui Su (Fudan University, China) & Chungwai So (Shanghai International Studies University, China)
300pp  Sep 2016
978-981-4412-99-5
US$68  £45

MANAGEMENT OF SUPPLY CHAIN OPERATIONS
by Lei Lei, Rosa Oppenheim, Yao Zhao (Rutgers University, USA) & Leonardo DeCandia (Johnson & Johnson, USA)
300pp  Dec 2016
978-981-3108-79-0
US$78  £51

ENTREPRENEURSHIP IN WESTERN EUROPE
A Contextual Perspective
by Léo-Paul Dana (Montpellier Business School, France)
450pp  Dec 2016
978-1-78326-793-4
US$98  £65

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A Practitioner’s Guide to Marketing Analytics and Research Methods
by Ashok Charan (NUS, Singapore)
720pp  Jul 2015
978-981-4641-36-4
US$156  £103
978-981-4678-57-5(pbk)
US$78  £51

THE WORLD SCIENTIFIC REFERENCE ON ENTREPRENEURSHIP (In 4 Volumes)
Editor-in-chief Donald Siegel (University at Albany, SUNY, USA)
2000pp  Dec 2016
978-981-4733-30-4(Set)
US$950  £627

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