



Innovation Management & New Product Development, 5th ed.

By Paul Trott

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This book is suitable for undergraduates and postgraduates on a wide range of courses from marketing, strategic management, business studies and engineering.

The subject of innovation management is often treated as a series of separate specialism's, rather than an integrated task. The main aim of this book, however, is to bring together the areas of innovation management and new product development and to keep a strong emphasis on innovation as a management process.

Written in an accessible style, this title sets three key areas for the student: Innovation management, managing technology and knowledge and new product development.

As innovation continues to be at the forefront of economic and political debate about how to improve the competitiveness of economies and firms, *Innovation Management and New Product Development* will give you some insight into the problems faced by firms as they try to develop innovative products that will help them survive and prosper. This new edition includes new large sections on entrepreneurship, process innovation and counterfeit and imitation. Also this edition includes brand new cases covering new developments in the industry including CSI-DNA Fingerprinting, folding shipping containers.

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Editorial Review

From the Publisher

New to this edition: *four new chapters - E-commerce; Managing Intellectual Property; The Role of Market Research in New Product Development; Innovation and Operations Management and Innovation Policies
*new case studies at the end of each chapter as well as increased coverage of: *electronic commerce
*intellectual property *brand management and market research *the role of operations management and innovation management *entrepreneurship and the rapidly developing economy in Turkey Paul Trott is a Senior Lecturer at the Business School, University of Portsmouth and holds a Ph.D. from Cranfield University. He has written numerous reports and publications in the area of innovation management. Innovation Management and New Product Development is suitable for undergraduates studying Innovation management /New product development. It should also be of interest to undergraduates studying Technology Management as well as master's students studying Marketing or Product! Development.

From the Back Cover

Innovation Management and New Product Development, 5th edition

Most of the significant inventions of the past two centuries have not come from flashes of inspiration but from collaborative endeavours. This book argues that innovation is a management process that continues to be at the forefront of economic and political debate about how to improve the competitiveness of economies and firms.

Innovation Management & New Product Development 5e offers an accessible and authoritative multi-functional perspective on innovation management and new product development. Its clear and informed coverage of the management processes of new product development, coupled with a *practical* orientation of taking you through real life challenges and dilemmas, results in a book that brings together the most up-to-date and accessible discussion of the literature in this area, as well as a wealth of examples and illustrations in every chapter.

New to this edition

- Thoroughly revised and updated chapters including new coverage of entrepreneurship, process innovation and counterfeit and imitation goods
- New case studies on CSI and genetic fingerprinting, and Sony Blu-Ray as well as updated case studies including Apple, eBay and Gore-Tex®
- New 'Innovation In Action' feature in every chapter – practical examples of innovation in action that help you to link theory with practice

Online resources available at www.pearsoned.co.uk/trott include PowerPoint slides and an Instructor's Manual for lecturers as well as an online glossary, multiple choice questions for every chapter and annotated weblinks for students.

This book is suitable for undergraduates and postgraduates on a wide range of courses from marketing, strategic management, operations management, business studies and engineering.

About the Author

Paul Trott is Professor of Innovation Management at the Business School, University of Portsmouth and Professor of Innovation Management & Entrepreneurship at The Technical University of Delft, The Netherlands. He is the author of many articles and papers in the area of innovation management, and is co-author of the Penguin Business Dictionary.

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