

<<创新经济的战略管理>>

图书基本信息

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内容概要

During the past few years, the global environment has been increasingly causing revolutionary, disruptive innovation changes in traditional industries, corporations and business models. Traditional approaches to strategy are proving to be inadequate to deal with these changes, and those who want to survive and succeed in the highly competitive global economy urgently need more dynamic, innovative and holistic approaches to strategy and strategic management. The major focus of this book is to provide new strategic management approaches and tools to enable capabilities for rapid, discontinuous organizational innovation and change. For both advanced students and business managers, it presents a well-balanced combination of leading-edge theory supported by published articles of prominent scholars, and case studies & examples, all designed to substantiate a new strategic mindset, innovative tools, and practical applications for significantly increased innovative capabilities. Among the topics covered in the book are innovative business models, open-sourcing, mobile enterprise, industry-inflection, systemic strategy approaches, R&D structures outside the organization, innovation effectiveness tools, networked incubation, customer knowledge cooption, communities of new value creation, and innovative strategy leadership. 作者简介： THOMAS H. DAVENPORT , is one of the world's most influential business intellectuals and a best seller author. He is the President's Distinguished Professor of Information Technology and Management at Babson College, Director of Research at Babson Executive Education, and an Accenture Fellow. He has a Ph.D. from Harvard University in organizational behavior.

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