

<<技术管理与政策随笔>>

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内容概要

This book examines the manner in which successful firms develop, transfer, protect, and capture value from technological innovation. In essence, it is about "knowledge management", which lies at the foundation of firm level competitive advantage in today ' s global economy. The essays contain some of the fundamental contributions to the field of knowledge management by one of its best-known thinkers; they also constitute an immensely practical guide for those managers who wish to look below the surface of what is going on in Silicon Valley and elsewhere. --This text refers to the Hardcover edition.

作者简介

David J. Teece is a Professor at the Haas School of Business, University of California, Berkeley where he also directs the Institute for Management, Innovation and Organization. He is the author of over 150 articles and a dozen books, many of them d

书籍目录

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