



Handbook of Technology Management

By Gerard H. Gaynor

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Master the proven principles of technology management (TM) to improve your company's financial performance and competitive position. Handbook of Technology Management, edited by Gerard H. Gaynor, gives you an enterprise-wide view of technology to help you manage your business as a system. . .optimize investments in technology. . .achieve efficient business integration. . .and monitor and measure TM effectiveness. Detailed case studies illustrate the TM efforts of such organizations as Motorola and Digital Equipment--valuable lessons you can use to ensure the success of your own company.

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Editorial Review

From the Back Cover

The first major handbook reference that comprehensively details the entire technology management process. The management of technology is not solely a technology issue. It is a business process--one that goes beyond science and engineering and affects every aspect of an organization's business practices. It is a process that integrates the many business issues necessary for developing competitive advantage. For scientists and engineers, their managers at all levels, and business executives, this one-of-a kind handbook offers a practical guide to every major aspect of technology management. It merges theory and practice to create a systems approach that integrates all technology-related activities from product or service concept to customer use or implementation. Drawing on the expertise of 46 contributors, the Handbook presents the latest thinking, research results, and practices related to integrated technology management. Rich in real-world examples, it contains industry-specific information for companies that produce goods, provide services, or manage processes. It explains: The fundamental concepts of technology management; The underlying principles involved in managing technology effectively and economically; Key theories, practices, facts, and figures as derived from the latest research and case histories; Guidelines and methodologies for a multidisciplinary and multifunctional approach to technology management. The continued viability of an enterprise requires the effective integration of resources, infrastructure, and activities. Managing these components requires an understanding of the fundamental principles and all related issues. The Handbook of Technology Management presents new ways to optimize investments in technology and ensure company growth.

Users Review

From reader reviews:

Dorothy Waddell:

Do you have favorite book? Should you have, what is your favorite's book? Reserve is very important thing for us to find out everything in the world. Each book has different aim or maybe goal; it means that publication has different type. Some people sense enjoy to spend their the perfect time to read a book. They are reading whatever they get because their hobby is reading a book. Think about the person who don't like studying a book? Sometime, individual feel need book whenever they found difficult problem or exercise. Well, probably you will need this Handbook of Technology Management.

Eddie Barber:

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