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 multifuctional approach to technology management. The continued viability of an enterprise requires the effective integration of resources, infrastructure, and activites. 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:

Brandon Justice:

This Handbook of Technology Management are generally reliable for you who want to be a successful person, why. The explanation of this Handbook of Technology Management can be one of many great books you must have will be giving you more than just simple reading food but feed you with information that might be will shock your prior knowledge. This book will be handy, you can bring it all over the place and whenever your conditions at e-book and printed ones. Beside that this Handbook of Technology Management giving you an enormous of experience like rich vocabulary, giving you tryout of critical thinking that could it useful in your day pastime. So , let's have it and revel in reading.

Natalie Althoff:

Spent a free the perfect time to be fun activity to try and do! A lot of people spent their sparetime with their family, or their own friends. Usually they doing activity like watching television, about to beach, or picnic from the park. They actually doing ditto every week. Do you feel it? Do you need to something different to fill your free time/ holiday? Could possibly be reading a book can be option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of book that you should read. If you want to consider look for book, may be the publication untitled Handbook of Technology Management can be excellent book to read. May be it can be best activity to you.

Chris McCree:

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