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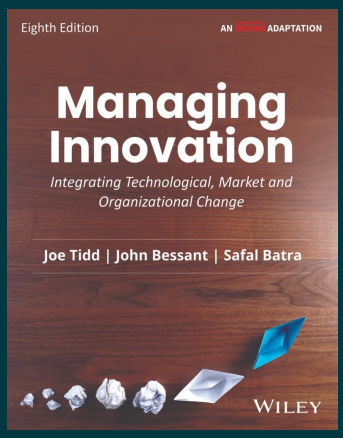

Managing Innovation: Integrating Technological, Market and Organizational Change, 8ed (An Indian Adaptation)

By Joe Tidd, John Bessant, Safal Batra

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Description

Managing Innovation: Integrating Technological, Market and Organizational Change, eighth edition, is a classic textbook that provides the knowledge base required to manage innovation, technology, and new

product development, with an integrated process approach that helps students develop the unique skill

set needed in the commercial, public, and social sectors. Offering a strong empirical approach that is

supportive of tailored experimentation, this text emphasizes real-world application over abstract theory. It offers numerous practical and experience-tested processes, models and tools to help students develop a productive innovation management mindset. A wealth of case studies and examples demonstrate that successful innovation management involves much more than managing a single aspect such as creativity, entrepreneurship, or product development.

Fully updated with new data, new methods, and new approaches, this Indian adaptation includes new

review and hands-on questions to enhance comprehension, and new chapter-wise cases and research

notes focused on managing innovation within the Indian context, providing practical insights into local

business challenges and strategies.

About the Author

Joe Tidd, John Bessant, Safal Batra

JOE TIDD is a physicist with subsequent degrees in technology policy and business administration. He is Professor of Technology and Innovation Management at Science Policy

Research Unit (SPRU), University of Sussex Business School, and Visiting Professor at University College London, and previously at Imperial College, Bayes Business School, Copenhagen Business School, and Rotterdam School of Management. Dr Tidd was previously Deputy Director of SPRU, and Head of the Innovation Group and Director of the Executive MBA Programme at Imperial College, and co-creator of the Imperial Distance Learning MBA.

JOHN BESSANT, originally a chemical engineer, has been active in the field of research and consultancy in technology and innovation management for over 40 years. He is Emeritus

Professor of Innovation and Entrepreneurship at the University of Exeter and also has visiting appointments at the universities of Stavanger, Norway, and the Friedrich-Alexander

University at Erlangen-Nuremburg, Germany. He has acted as advisor to various national governments, to international bodies including the United Nations, The World Bank and the OECD and to a wide range of companies. He is the author of over 40 books and monographs and many articles on the topic; the most recent including Innovation and entrepreneurship (Wiley, now in its 8th edition), Creativity for innovation management (2023, Routledge, 2nd edition) and Scaling value (2023, De Gruyter).

SAFAL BATRA is an Associate Professor of Strategic Management and Entrepreneurship at Indian Institute of Management Kashipur. He earned his master's degree from Indian Institute of Management Calcutta and completed his doctorate at Indian Institute of Management Ahmedabad. His dissertation, which explored innovation in small businesses, received the IFCI Best Thesis Award at IIM Ahmedabad. His current research interests

include the performance of small businesses and the factors influencing entrepreneurial success. He has completed faculty development programmes at Harvard Business School and the Wharton School of Business. Professor Batra has designed and delivered numerous Management Development Programmes (MDPs) on Innovation Management and Strategic Leadership for organizations such as Bharat Electronics, the National Academy of Defence Production, NTPC, Indian Oil and ONGC. He also serves as the faculty in-charge of the Foundation for Innovation and Entrepreneurship Development, the entrepreneurship incubation centre at IIM Kashipur.

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