



# The Management of Technology and Innovation: A Strategic Approach (with InfoTrac)

*Margaret A. White, Garry D. Bruton*

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In today's economy the management of technology is a major factor in the process layout employed by the firm, in systems used by the company, in its structural design, and in its product marketability. This text uses technology as a guiding focus for explaining the strategic management process. Each chapter splits into two acts: (1) chapters open with material synthesized from leading theorists and consultants; (2) chapters conclude with discussions of the applicable techniques for successfully exploiting technology and innovation.

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