



Technology in the Modern Corporation: A Strategic Perspective

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Technology in the Modern Corporation: A Strategic Perspective examines the role of technology in corporate planning and all that this relationship implies to corporate organization and strategy. Organized into 13 chapters, this book first discusses the management of corporate entrepreneurship; technological innovation and interdependence; and the rise and character of modern technology strategy. Subsequent chapters describe corporate research and development; corporate strategies for managing emerging technologies; approaches for the strategic management of technology; innovation and corporate strategy; and executive succession, strategic reorientations, and organization evolution.

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