

Durand

Technology Strategies

Turning technological change into competitive advantage

Technological evolution represents a potential threat for incumbent businesses while offering opportunities for potential new entrants to surf the wave of change to break-in. Technology Strategies - Turning technological change into competitive advantage addresses the challenge of reaping the benefits of technological innovation, providing firms with sound concepts, frameworks, tools, and methods to develop technology strategies proactively to carve a viable path for their future. The book recaps fifty years of research findings reported in academic literature, sieving through the many bits and pieces of what has been learnt and reorganizing them into an integrated framework. The book also contains a part dedicated to the practical implications of the overall framework presented. The book delves into technological change and its strategic consequences, revisits technological substitutions beyond the classic though potentially misleading S-curve representation, and suggests buying insurance against technological uncertainty, using the concept of organizational competence and capabilities underlying technologies. Technology Strategies is an excellent resource to help top-tier management craft an overarching technology strategy for the future success of their organization.

Cover



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