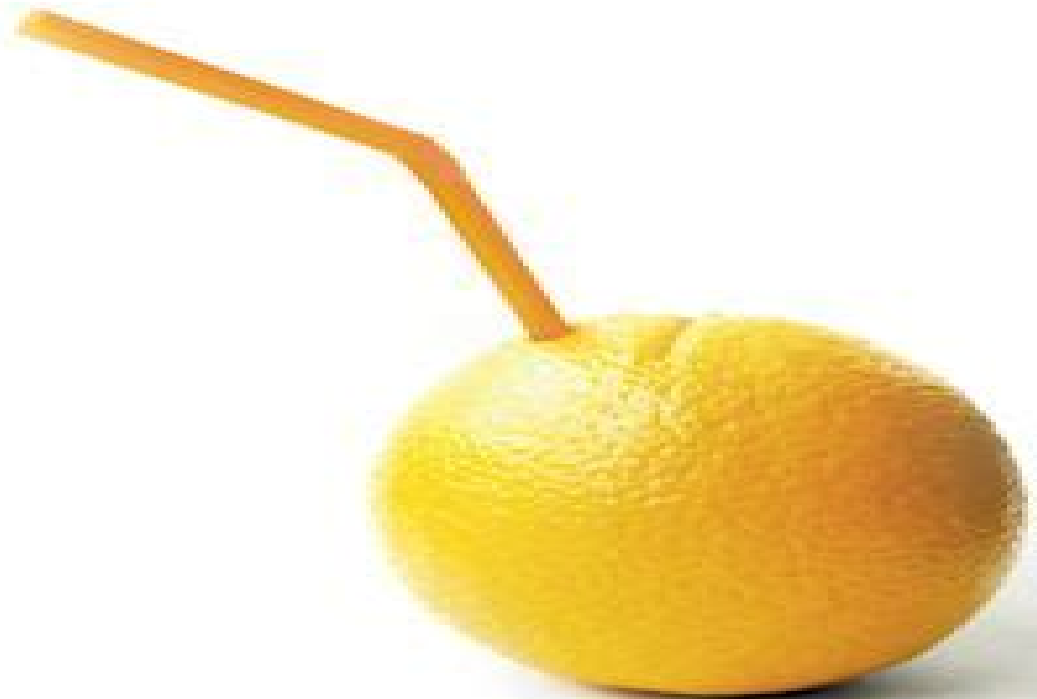


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Technology Brands in the Digital Economy Wioleta Kucharska, Ewa Lechman, 2023-03-10 This edited volume provides deep insight into theoretical and empirical evidence on how digital technologies and high tech brands are interrelated It traces the mutual links between these two phenomena identifies the multidimensionality of interdependencies and shows the reader how and why new technologies are the driving factors of creation and global dissemination of high tech brands In this context it also refers to various types of economic and social networks that on the one hand are the products of digital technologies while on the other enforce global visibility of high tech brands The book contributes to the present state of knowledge offering the reader broad evidence on how digital technologies impact the process of high tech brands nascence and how their growing role and global exposure influence networked economies and societies It sets out to deliver a bridge between brand management and economical approaches to understanding how digital technologies and high tech brands are interrelated This multidisciplinary approach creates a complex compilation of different views and perspectives that sheds new light on the high tech brands phenomena of being an input and output of technology driven economies Technology Brands in the Digital Economy is written for scholars and researchers from a wide variety of

disciplines but especially for those addressing issues of brands and economic development and growth social development and the role of technological progress in broadly defined socio economic progress It will also be an invaluable source of knowledge for graduate and postgraduate students in a variety of areas such as economic and social development information and technology worldwide studies social policy and comparative economics *Product and Process Design* Jan Harmsen, André B. de Haan, Pieter L. J. Swinkels, 2024-05-20 Product and process design driving sustainable innovation is the 2nd edition of a comprehensive textbook for product and process design courses at BSc MSc EngD and PhD level It covers both heuristics based design methods as well as systems engineering approaches It contains specific methods to co design products and processes so that both designs are better than when these designs are made separately This integrated combination makes the book unique For making designs that contribute to the Sustainable Development Goals of the United Nations specific methods are provided for the People Planet and Prosperity dimensions This second edition of the book includes examples and exercises for each design method which makes it very suitable for teaching purposes The book is furthermore of interest to industrial process and product developers for many industry branches as it provides methods for design modelling and experimental validation for each innovation stage It is also very useful for R D managers as it provides guidelines for essential activities in each innovation stage discovery concept feasibility development detailed engineering leading to successful implementations of new processes and new products

Competitive Strategies for Academic Entrepreneurship: Commercialization of Research-Based Products Szopa, Anna, 2015-09-21 In recent years the pace of technological growth from the very first stages of research and development to full scale industrial implementation has quickened at an exponential rate To better keep pace with rapidly changing market demands the gap between university research incubators and public sector start up companies has undergone a marked contraction Competitive Strategies for Academic Entrepreneurship Commercialization of Research Based Products seeks to fill the gap in research between universities and the public and offers cutting edge insight into the current state of the field Charting a course that moves from discussions of academic resistance and implications for knowledge transfer theory to current case studies of academic industrial launch pads like COTEC s Technology Commercialization Accelerator and the Maryland Industrial Partnerships program this publication targets an audience of academicians administrators researchers entrepreneurs and established professionals and seeks to provide insight into the mechanisms by which the research of today becomes the household names of tomorrow *Strategic Leadership and Management* Sulemana Iddrisu, Abdul-Razak Abubakari, Alhassan Alolo Abdul-Rasheed Akeji, Mohammed Majeed, 2025-11-18 To achieve long term success teams and organizations need leaders and managers that can think strategically and solve problems creatively This new book covers the important aspects of strategic leadership and management at the institutional level in key areas of government health education hospitality finance and general industry sectors It offers a comprehensive understanding of the components styles and characteristics of leadership

that are crucial for achieving success in today's leadership situations

Innovation Management Keith Goffin, Rick Mitchell, 2010-03-17 Managing innovation is a challenge in any organization and demands a wide range of skills How can you judge whether your department or company is as innovative as it could be And if it isn't what can you do and where do you start Innovation Management begins by separating innovation into five interlocking topics The Innovation Pentathlon Using this framework the authors present the best insights from theory and practice for each topic together with a variety of tools that can be used to boost performance Students will value the clear coverage of the academic background and managers will benefit from the 75 case studies that illustrate real world outcomes Key Features Complete and authoritative coverage of the academic background Easy to follow structure based on The Innovation Pentathlon Indispensable practical tools and examples Illustrated with 75 case studies from international organizations covering both service and manufacturing issues Web site with additional material for teachers and students Equal emphasis given to service and manufacturing organisations throughout

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