Hakansson / Waluszewski

Managing Technological Development

In this book, the story of how IKEA and its paper producers struggled to solve the problem of creating environmentally friendly paper constitutes the foundation of a discussion of technological development. Through a detailed analysis of the case-study, the authors demonstrate the necessity of including social, technological and economical factors when dealing with such issues. Focusing on the interactive aspects of commercial and technological development, they examine how new solutions are developed and shaped in relation to the different companies and organizations involved. They investigate resources in terms of how they are related and built into other resources through historical and contemporary interaction processes. Their overall emphasis is on dealing with the issue of how different, closely and distantly related companies and organizations are affected when resources are developed.

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