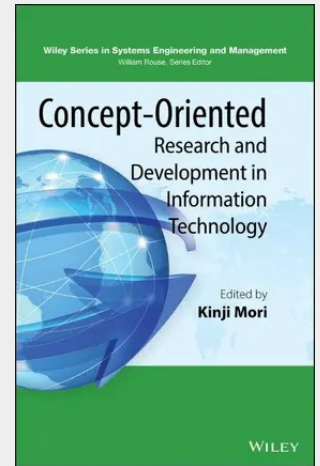


Concept-Oriented Research and Development in Information Technology

A pioneering, concept-oriented research and development approach improves business results in technology-driven industries. With contributions from IT, systems, and operations experts from around the globe, this book sets forth a tested and proven, concept-oriented R&D approach that far surpasses the results of conventional R&D. The authors explain how to create a clear concept, then build upon that concept by developing a chain of technologies and target markets in order to create, sustain, and grow successful business operations. Real-world examples and case studies from IBM and Hitachi illustrate how the concept-oriented approach can be applied to IT and other technology-driven industries anywhere in the world. Concept-Oriented Research and Development in Information Technology sheds new light on the complex relationships between concept, technology and market, explaining how all of these elements are enhanced with a concept-oriented R&D approach. Throughout the book, readers will learn a variety of innovative perspectives and methods for concept creation, technology innovation, and market cultivation. * Part I, Introduction, makes the case for a paradigm shift in R&D from a conventional approach to a concept-oriented one. * Part II, Concept Creation, offers four perspectives on the application of the concept-oriented approach. * Part III, Fusion of Technologies, illustrates the need to fuse technologies to accommodate rapidly changing and unpredictable demands on business infrastructure. * Part IV, Globalization of Technologies, explains why businesses need to diversify globally, yet remain in tune with local markets. * Part V, Conclusions and Future Directions, explores the potential of the concept-oriented approach to evolve with the changing needs of business and R&D. Concept-Oriented Research and Development in Information Technology helps students and professionals in IT, engineering, systems, and operations approach R&D in new ways that lead to better technologies and better businesses. Edit

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