

Phillips

Market-Oriented Technology Management

Innovating for Profit in Entrepreneurial Times

Market-Oriented Technology Management develops fundamentals of technology cycles, technology acquisition, core technology management, and technology policy. These principles enable managers to find, acquire and develop technologies, add value to them, and make a profit in the environment of short life cycles and rapid price reductions typical of the electronics, semiconductor, and other globally hypercompetitive industries. Examples from high technology companies illustrate the application of these principles in the context of current industry issues.

The book has been tested in courses for MBA students at the Austin (Texas) Technology Incubator and for managers and executives in Oregon's Silicon Forest.

Every insertion of a new technology or product must be sold, whether the insertion is purely intraorganizational or whether a vendor company is selling to a buyer company. The book's emphasis on marketing is a distinctive feature.

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