



Managing Strategic Innovation and Change: A Collection of Readings

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The second edition of this best-selling text provides more than forty articles written by leading industry and academic experts-many new to this edition-that create an overall framework for thinking about how technologies evolve and drive the need for organizational change and adaptation. In addition, it offers a diagnostic model that can be applied to problems in innovation management.

The editors, Michael L. Tushman and Philip Anderson, are acknowledged leaders in the field of management strategy. Focusing on the general management challenges that innovative firms face, they draw from a variety of disciplines to show the links between innovation, organizational competencies, organizational architectures, executive teams, and managing change.

Managing Strategic Innovation and Change, 2/e is designed for MBA or professional management courses that focus on technological innovation and change. It is an ideal companion to *The Human Side of Managing Technological Information, 2/e* by Ralph Katz (OUP, 2003) and *Innovation Management: Strategies, Implementation, and Profits, 2/e* by Allan Afuah (OUP, 2003).

Featured Topics

- Technological evolution
- Technology strategy
- Organizational learning
- Management of innovation

Recurring Themes

- The systems nature of technology
- The importance of history and path dependence
- The cross-functional nature of innovation management
- The paradox between efficiency and adaptability
- The role of executive leadership in managing through turbulence

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