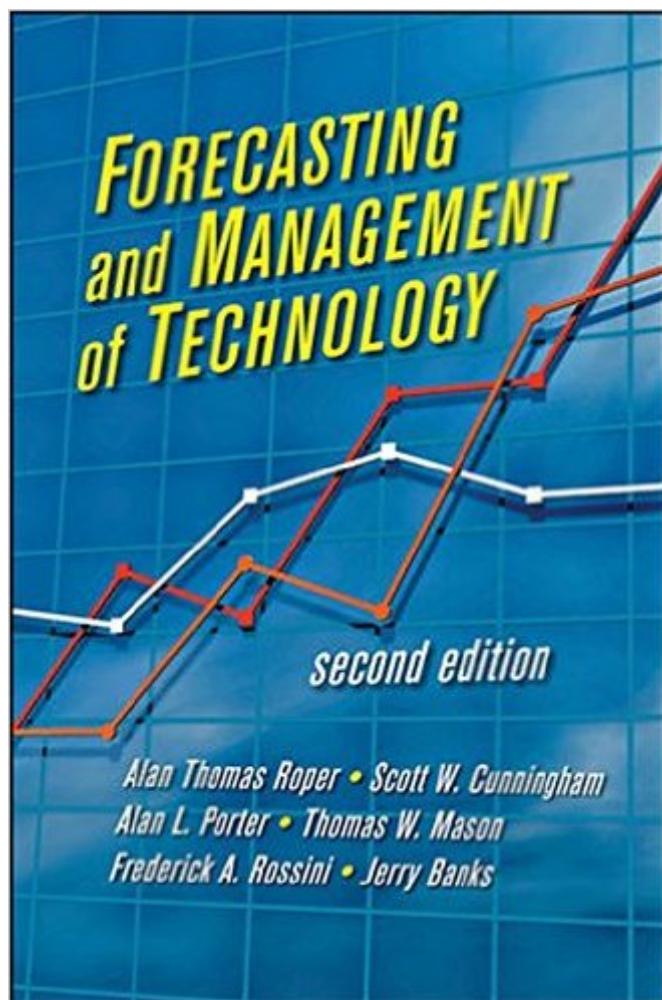


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Forecasting And Management Of Technology



Synopsis

Published in 1991, the first edition of Forecasting and Management of Technology was one of the leading handful of books to deal with the topic of forecasting of technology and technology management as this discipline was emerging. The new, revised edition of this book will build on this knowledge in the context of business organizations that now place a greater emphasis on technology to stay on the cutting edge of development. The scope of this edition has broadened to include management of technology content that is relevant to now to executives in organizations while updating and strengthening the technology forecasting and analysis content that the first edition is reputed for. Updated by the original author team, plus new author Scott Cunningham, the book takes into account what the authors see as the innovations to technology management in the last 17 years: the Internet; the greater focus on group decision-making including process management and mechanism design; and desktop software that has transformed the analytical capabilities of technology managers. Included in this book will be 5 case studies from various industries that show how technology management is applied in the real world.

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