

Innovation Management and New Product Development

Paul Trott

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INNOVATION MANAGEMENT AND NEW PRODUCT DEVELOPMENT



Sixth Edition

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new chapters on Entrepreneurship and National Systems of Innovation; Business Models; and Adoption and diffusion. Thoroughly revised and updated chapters including new coverage of process innovation, user driven innovation, and imitation goods. New case studies on Drones, Apple and disposable nappies with sensors as well as updated case studies including 3M, eBay/PayPal and Gore-Texreg; New 'Innovation In Action' feature in every chapter ndash; practical examples of innovation in action that help you to link theory with practice Online resources available at www.pearsoned.co.uk/trott include PowerPoint slides and an Instructor's Manual for lecturers. nbsp;Aimed at students taking courses in business studies and management, as well as non-specialist courses in other disciplines, this book provides a practical and accessible evidence-based approach to managing innovation in a wide range of contexts, including: manufacturing, services, small to large organisations and the private and public sectors.nbsp;About the AuthorPaul Trott is Professor of Innovation Management at the Business School, University of Portsmouth and Professor of Innovation Management Entrepreneurship at The Technical University of Delft, The Netherlands. His research is widely cited and is published in many journals including Research Policy, RD Management, Technovation, International Journal of Innovation Management and Marketing Management.nbsp;

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