

# Technology Roadmapping for Strategy and Innovation Charting the Route to Success

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## BOOK DETAILS

- Author :
- Pages : 285 Pages
- Publisher : Springer
- Language : English
- ISBN : 3642339220

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## **BOOK SYNOPSIS**

Technology roadmapping is a significant method to help companies gain orientation concerning future challenges. This work contains a description of technology roadmapping in four major parts, providing expert knowledge on framing/embedding of technology roadmapping, processes of technology roadmapping, implementing technology roadmapping and linking technology roadmapping to other instruments of strategic planning. The book provides a comprehensive survey of technology roadmapping since it contains papers by leading European, American and Asian experts, provides orientation regarding different methods of technology roadmapping and their interconnections, supplies readers with a compilation of the most important submethods, and embeds and links technology roadmapping in the framework of management research. This book aims at becoming the leading compendium on technology roadmapping.

### **TECHNOLOGY ROADMAPING FOR STRATEGY AND INNOVATION**

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