



# Innovation Management and New Product Development

By Paul Trott



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This book is suitable for undergraduates and postgraduates on a wide range of courses from marketing, strategic management, business studies and engineering.

The subject of innovation management is often treated as a series of separate specialism's, rather than an integrated task. The main aim of this book, however, is to bring together the areas of innovation management and new product development and to keep a strong emphasis on innovation as a management process.

Written in an accessible style, this title sets three key areas for the student: Innovation management, managing technology and knowledge and new product development.

As innovation continues to be at the forefront of economic and political debate about how to improve the competitiveness of economies and firms, *Innovation Management and New Product Development* will give you some insight into the problems faced by firms as they try to develop innovative products that will help them survive and prosper. This new edition includes new large sections on entrepreneurship, process innovation and counterfeit and imitation. Also this edition includes brand new cases covering new developments in the industry including CSI-DNA Fingerprinting, folding shipping containers.

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### Editorial Review

From the Publisher

New to this edition: \*four new chapters - E-commerce; Managing Intellectual Property; The Role of Market Research in New Product Development; Innovation and Operations Management and Innovation Policies  
\*new case studies at the end of each chapter as well as increased coverage of: \*electronic commerce  
\*intellectual property \*brand management and market research \*the role of operations management and innovation management \*entrepreneurship and the rapidly developing economy in Turkey Paul Trott is a Senior Lecturer at the Business School, University of Portsmouth and holds a Ph.D. from Cranfield University. He has written numerous reports and publications in the area of innovation management. Innovation Management and New Product Development is suitable for undergraduates studying Innovation management /New product development. It should also be of interest to undergraduates studying Technology Management as well as master's students studying Marketing or Product! Development.

From the Back Cover

*Innovation Management and New Product Development* is suitable for undergraduates studying innovation management/new product development. It should also be of interest to undergraduates studying technology management as well as masters students studying marketing or product development. The text brings together innovation management and new product development, the role of intellectual property and the management of research and development. Particular emphasis is placed on the need to view innovation as a management process.

About the Author

Paul 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. He is the author of many articles and papers in the area of innovation management, and is co-author of the Penguin Business Dictionary.

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