



The Innovation War

By Christoph-Friedrich von Braun

Prentice Hall. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 8.8in. x 6.0in. x 0.5in. Presents a revolutionary view of product development: more R and D and faster product cycles are not necessarily better. Makes the case that business R and D has come to resemble a military arms race where all other values, including the long-term health of the enterprise itself, are sacrificed. Shows that rapid development cycles often drive products away from customer needs, and even risk the long-term survival of the business. Presents cases where customers cannot accept innovation at the rate it is being delivered. Describes how to escape the acceleration trap and evaluate R and D more critically. Strategic planners, R and D managers, senior corporate executives, consultants, business school faculty and students. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



READ ONLINE
[2.16 MB]

Reviews

This composed pdf is wonderful. Indeed, it is actually perform, continue to an amazing and interesting literature. I found out this pdf from my i and dad suggested this pdf to understand.

-- **Simeon Legros Sr.**

Undoubtedly, this is actually the finest work by any writer. It is really basic but excitement within the fifty percent of your publication. Your way of life period is going to be enhance as soon as you comprehensive looking over this ebook.

-- **Matt Maggio**