

# Managing Technological Innovation: Competitive Advantage from Change



Management of technology (MOT) is the crossroads at which technological strategy meets business strategy to create new business opportunities. Managing Technological Innovation introduces technology management and illustrates the importance of managing information technologies, as well as how MOT is carried out with today's physical, biological, and information technologies. New material for this edition examines the ethical side of technology to address advances made in biotechnology and human genome research.

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