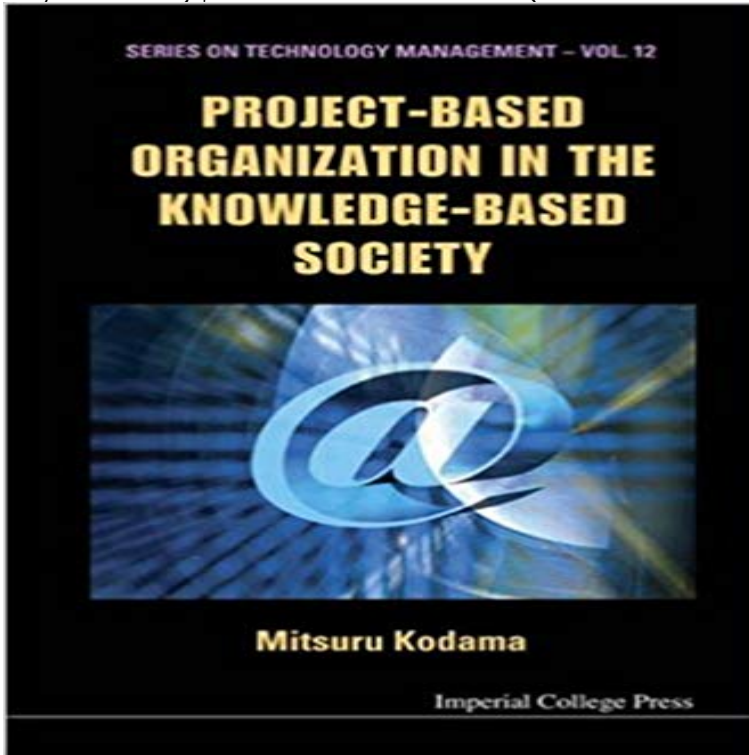


Project-based Organization in the Knowledge-based Society: Innovation by Strategic Communities (Series on Technology Management)



With the development of information technology in recent years, there is a growing need to merge different technologies and services, to develop products, services and business models that span different industries. Corporations must have processes through which they can access share, and integrate diverse knowledge. In this book, the author proposes a dynamic yet practical method for project leaders to integrate diverse knowledge distributed on projects network to develop new products, services and business models. Case studies on companies such as Vodafone, SHARP, Mitsubishi Electric, Canon, Sony, Matsushita Electric are considered. The book can be used by high-tech organizations from the standpoint of project management or team management for innovation.

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