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Tidd, Joseph, 1960- Managing innovation : integrating technological, market and organizational change / Joe Tidd, John Bessant, Keith Pavitt.- 3rd ed. p. cm. Includes bibliographical references and index. ISBN 0-470-09326-9 (pbk. : alk. paper) 1. Technological innovations-Management. 2. Industrial management. 3. Organizational change. I.

0470093277.jpg MANAGING INNOVATION

Managing Innovation: Integrating Technological, Market and Organizational Change: Authors: Joe Tidd, John Bessant: Edition: 5: Publisher: Wiley Global Education, 2014: ISBN: 1118538641, 9781118538647: Length: 680 pages: Subjects

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He has written five books and more than 70 papers on the management of technology and innovation, the most recent being *Service Innovation: Organizational responses to technological opportunities and market imperatives* (with Frank Hull), Imperial College Press, 2003, and is Managing Editor of the *International Journal of Innovation Management*. Contact: J.Tidd@sussex.ac.uk John Bessant is Professor of Innovation Management at the School of Management, Cranfield University.

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Tidd, Joe Bessant, John R. *Managing Innovation* is an established, bestselling text for MBA, MSc and advanced undergraduate courses on innovation management, management of technology, new product development and entrepreneurship. It is also widely used by managers in both the services and manufacturing sectors.

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