



Growth Through Innovation: Managing the Technology-Driven Enterprise (Management for Professionals)

Roman Boutellier, Mareike Heinzen

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Capitalism produced entrepreneurs and property rights, the two basic pillars of innovation and growth. As the speed of technology is steadily increasing only radical innovation can be the name of the game. This book discusses technology and innovation trends by looking into historical examples and telling the latest business stories. It opens the discourse about pirates, pioneers, innovators and imitators; proposes the framework of dominant, science-driven and high-tech industry for innovation management and gives insights into intellectual property rights, industrial designs and technical risk management. Finally, it offers 8 important innovation principles for technology driven enterprises that have turned out to have a big effect on the outcome – and in the end on growth.

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