

(Download ebook) Low-tech Innovation: Competitiveness of the German Manufacturing Sector

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From Springer : Low-tech Innovation: Competitiveness of the German Manufacturing Sector before purchasing it in order to gauge whether or not it would be worth my time, and all praised Low-tech Innovation: Competitiveness of the German Manufacturing Sector:

This book highlights the economic relevance of the so-called low-tech industries and firms. Non RD intensive

firms continue to be the economic backbone of several developed industrial countries. They form the core of National Innovation Systems and contribute significantly to growth and employment. However, due to their lack of RD activity, they are easily overlooked in the general innovation debate. This book provides latest empirical findings on the current economic relevance and specific innovation strategies and management of non-RD intensive firms in Germany. It discusses their future role in a knowledge driven economy as well as possible implications for innovation and technology policy. An outcome of several years of dedicated research conducted at the Fraunhofer Institute for Systems and Innovation Research (ISI), this book will prove of immense value to researchers and policy makers dealing with innovation and knowledge strategy.

From the Back Cover This book highlights the economic relevance of the so-called low-tech industries and firms. Non RD intensive firms continue to be the economic backbone of several developed industrial countries. They form the core of National Innovation Systems and contribute significantly to growth and employment. However, due to their lack of RD activity, they are easily overlooked in the general innovation debate. This book provides latest empirical findings on the current economic relevance and specific innovation strategies and management of non-RD intensive firms in Germany. It discusses their future role in a knowledge driven economy as well as possible implications for innovation and technology policy. An outcome of several years of dedicated research conducted at the Fraunhofer Institute for Systems and Innovation Research (ISI), this book will prove of immense value to researchers and policy makers dealing with innovation and knowledge strategy.

About the Author Oliver Som is senior researcher at the Fraunhofer Institute for Systems and Innovation Research ISI at Karlsruhe. Prior to joining Fraunhofer ISI in 2005, he studied political and social sciences at the University of Stuttgart. Since 2013 he is deputy head of the Competence Center 'Industrial and Service Innovations' (ISI) and coordinates the business unit 'Industrial innovation strategies and systems assessment'. Alongside his occupation at ISI, he obtained his Ph.D. at the University of Flensburg, Chair for Innovation Research and -Management for his research on 'Innovation patterns of non-RD-performing firms in the German manufacturing industry' and is a visiting lecturer at several renowned universities. His research and teaching focuses on innovation strategies and innovation systems in (non-RD-intensive) industries and firms in the manufacturing sector, the diffusion and impacts of technical and organisational process innovation, and the evaluation and design of industrial innovation and technology policy.

Eva Kirner is professor for International Management with special focus on Innovation Management at the Business School of Furtwangen University (HFU). She has studied business administration at Mannheim University and obtained her PhD from Dortmund University on research about firm networks. Prior to joining HFU Business School, she has been head of a research unit at the Fraunhofer Institute for Systems and Innovations Research (ISI) where she has lead national and international research projects in the areas of innovation management, innovation measurement as well as competence and organizational development. Her teaching and research focus are on the fields of organizational behaviour, innovation management and creativity.