



The Innovation War

By Christoph-Friedrich von Braun

Prentice Hall. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 8.8in. x 6.0in. x 0.5in. Presents a revolutionary view of product development: more R and D and faster product cycles are not necessarily better. Makes the case that business R and D has come to resemble a military arms race where all other values, including the long-term health of the enterprise itself, are sacrificed. Shows that rapid development cycles often drive products away from customer needs, and even risk the long-term survival of the business. Presents cases where customers cannot accept innovation at the rate it is being delivered. Describes how to escape the acceleration trap and evaluate R and D more critically. Strategic planners, R and D managers, senior corporate executives, consultants, business school faculty and students. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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