



The Management of Technology and Innovation: A Strategic Approach

By Margaret A. White, Garry D. Bruton

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THE MANAGEMENT OF TECHNOLOGY AND INNOVATION: A STRATEGIC APPROACH explores the fundamental connections linking core business strategy, technology, and innovation. The book illustrates how these functions intertwine to play a central role in process layout, systems, structural design, and product development, as well as supporting an organization's overall success. An integrated approach and reader-friendly style make the material accessible for readers of all backgrounds, and the book strikes an ideal balance between essential business theory and extensive practical insights and real-world applications. In addition, the Second Edition has been thoroughly updated to incorporate the latest trends and research, abundant current examples and cases, and a useful set of new tools you can use to support effective strategic decision-making.

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About the Author

Margaret A. White earned her B.S. and M.B.A. from Sam Houston State University and her Ph.D. from Texas A&M University. Professor White is the co-author of more than 75 papers and articles and has been published in leading academic journals, such as the Academy of Management Review, the Academy of Management Journal, and the Strategic Management Journal. She has also served as ad hoc reviewer at the Academy of Management Journal, the Academy of Management Review, Administrative Science Quarterly, the Journal of Management, and the Strategic Management Journal, and she was index editor of the Academy of Management Journal. Her current research interests include organizational structure and innovation and strategic management of technology. Professor White is a member of the Academy of Management Association, the Strategic Management Society (where she was a board member for the Strategic Process Interest Group), and the Project Management Institute.

Garry D. Bruton earned his B.A. from the University of Oklahoma, his M.B.A. from George Washington University, and his Ph.D. from Oklahoma State University. Professor Bruton has authored or co-authored more than 60 articles in leading academic journals, including the Academy of Management Journal, the Strategic Management Journal, the Journal of International Business Studies, and the Journal of Business Venturing. His principal research interests include entrepreneurship and emerging economies. Professor Bruton is the editor of Academy of Management Perspectives, serves on the editorial boards of five journals, and is president of the Asia Academy of Management.

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