



# Innovation Management: Context, Strategies & Processes

*By Pervaiz Ahmed, Charlie Shepherd*

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It is written for students studying innovation as part of business and management-related degree programmes, as well as those studying other disciplines – engineering, computing and other technical / creative disciplines – where innovation plays a significant role.

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## **Editorial Review**

From the Back Cover

In a world of increasingly sophisticated consumer expectations and demands, innovation is central to the success and growth of any organisation, and is recognised as a source of vitality and competitive advantage.

This exciting new textbook explores the wide-ranging impact of innovation - its role in developing products and processes, its influence on organisational culture, and how it contributes to a company's performance and strategies.

Enhance and enjoy your learning of this vibrant subject with:

- Over 80 engaging *Illustrations* of innovation in practice.
- *22 Case Studies*, such as cooperation between rivals Sony and Matsushita, measuring performance at Vodafone, and new product development in the beauty industry.
- A focus on key topics such as the impact of leadership, culture and knowledge management in innovation, all in a global context.
- A clear and critical exploration of the planning and implementation of innovation in process and product development.

***Innovation Management*** is written for students following business and management-related degree programmes, as well as those studying other technical and creative disciplines where innovation plays a significant role.

campus, Malaysia, where he teaches and researches management of innovation.

Dr Charles D. Shepherd is Head of Enterprise Process Improvement & Six-Sigma at Raytheon Systems Limited.

#### About the Author

Professor Pervaiz is Director of Postgraduate Studies at the School of Business, Monash University Malaysia, where he teaches and researches in the management of innovation.

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