

Brief Contents

Introduction	xxi
Part I: Understanding Innovation	1
1. Defining Innovation	3
2. Managing Innovation	33
3. Processing Innovation	57
Part II: Defining Innovation Goals	73
4. Analyzing Environments	75
5. Defining Objectives	93
6. Measuring Indicators	113
Part III: Managing Innovation Actions	129
7. Creating Ideas	131
8. Managing Projects	157
9. Developing Products	179
10. Balancing Portfolios	198
Part IV: Empowering Innovation Teams	215
11. Leading Innovation	217
12. Building Teams	238
13. Motivating Performance	262
Part V: Sharing Innovation Results	277
14. Managing Knowledge	279
15. Building Communities	299
16. Extending Innovation	322

Appendices: Sample Innovation Plan and Innovation Activities	342
References	378
Index	383
About the Authors	391

SAGE Publications Ltd.	SAGE Publications India Pvt. Ltd.
1 Oliver's Yard	B 17/1 Mohan Cooperative
55 City Road	Industrial Area
London EC1Y 1SP	Mathura Road, New Delhi 110 044
United Kingdom	India
SAGE Publications Ltd.	SAGE Publications Asia-Pacific Pte. Ltd.
1 Oliver's Yard	33 Market Street #07-01
55 City Road	10-12 Robinson Road
London EC1Y 1SP	Singapore 068806
United Kingdom	
Printed in the United States of America	
Library of Congress Cataloging-in-Publication Data	
David, David.	Part II: Defining Innovation Goals
David, David/O'Sullivan, Lawrence Doyle	4. Analyzing Environment
p. cm.	5. Defining Objectives
Index and references included.	6. Measuring Indicators
(ISBN 0-7454-5454-1 cloth)	
(ISBN 0-7454-5455-8 pbk.)	
1. Technological innovations—Management. 2. Organization—Management.	
I. Title. II. O'Sullivan, Lawrence Doyle.	Part III: Managing Innovation Actions
DS57 .D43 2002	7. Creating Ideas
635—dc22	8. Managing Projects
137	9. Developing Products
	10. Balancing Portfolios
	Part IV: Empowering Innovation Teams
	11. Leading Innovation
	12. Building Teams
	13. Motivating Performance
	Part V: Sharing Innovation Results
	14. Managing Knowledge
	15. Building Communities
	16. Extending Innovation