



Technological Innovation: Oversights and Foresights

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The capacity for technology businesses to grow and change with the times is linked to how these businesses develop and market technological innovations. Despite the importance of technological changes for corporate vitality, there are documented instances of corporations failing to capitalize on technological opportunities. Innovation outcome is contingent upon a match between a firm's internal capabilities and its external context. Technological Innovation addresses specific ways in which the slim odds of corporate success can be enhanced. It analyzes why companies choose certain new technologies, from a technological, economic, and institutional perspective. Based on multidisciplinary research on technological choice, the book bridges research and practice to provide an enlightening and practical study.

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