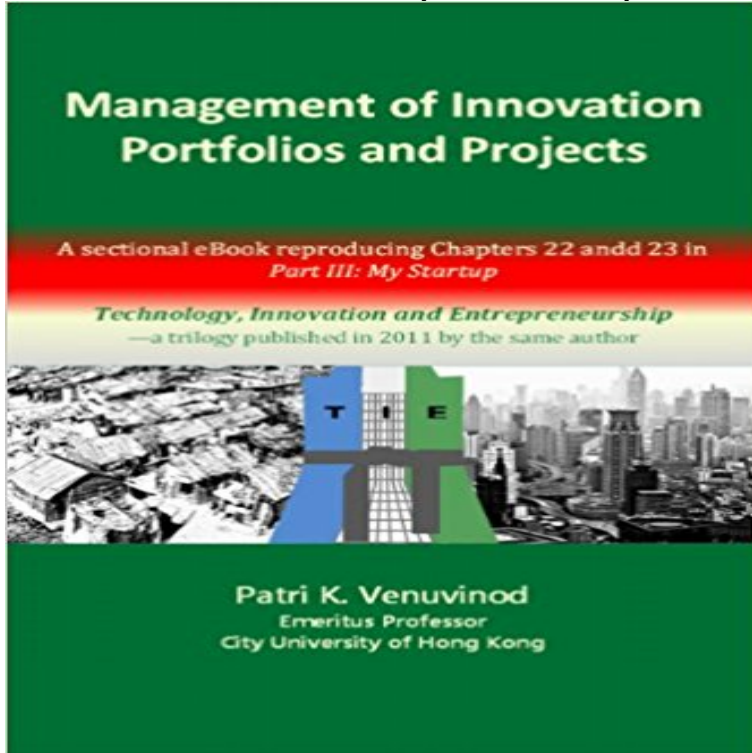


Management of Innovation Portfolios and Projects (TIE: Technology, Innovation and Entrepreneurship Book 18)



Three insights concerning economic growth have emerged in recent times: (i) The key to economic growth is technology (T); (ii) Innovation (I) is the driver of technology growth; (iii) Entrepreneurship (E) is a highly powerful but extremely underappreciated contributor to innovation. Yet there persists a paucity of academic books covering the large variety of issues impinging on TIE-exploitation from a contemporary viewpoint. Seeking to fill the above gap, this author published a textbook trilogy titled Technology, Innovation and Entrepreneurship in 2011. Part I: My World, My Nation examined TIE interactions from a world-perspective but stressing nation building. Part II: My Firm discussed how an established firm could prosper in the contemporary world of globalized competition. Part III: My Startup discussed issues of particular interest to the growing number of youth pursuing an entrepreneurial career. Both printed and eBook editions were released. Fortunately, since that time, the eBook industry has matured to the extent that it started to dramatically transform the world of learning. Students no more need to lug heavy printed books around. They can buy the eBook version at a fraction of the cost and read it anywhere anytime. All that is needed is an eReader or a smart phone. The cost of the former has come down substantially in recent times; almost everyone carries the latter these days. One problem has remained though. Most professors prescribe more than one text book and stipulate certain chapters in each book as required reading material. Two consequences follow. First, the student is forced to buy several books so the overall cost can still be high. Second, he/she is forced to pay for a lot of content that would probably be left unread. These two problems will be alleviated substantially if buy-by-chapter or buy-by-section eBook versions were also made available. The

benefit is that each such version can be priced substantially below the price of the larger original eBook. However, this section-by-section eBook approach is yet to take root fully. This eBook is a part of an eBook series reproducing just a section of a previously published larger eBook. Specifically, this book reproduces Chapters 22 and 23 presented in Part III: My Startup published by the same author in his original TIE trilogy. This eBook discusses a range of issues involved in innovation portfolio management, the management of innovation projects, and new product development (NPD).

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