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This textbook, Strategic Management of Technological Innovation, is the number one innovation strategy text in the world. She also recently published Quirky: The Remarkable Story of the Traits, Foibles, and Genius Breakthrough Innovators Who Changed the World.

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Furthermore, strategic refers to strategic technology management as being separate own discipline itself apart from other managements like innovation management and R&D management which surrounds technology management activities. Thus, strategic technology management is placed or considered apart from other types of management in practice.

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"Strategic Management of Technological Innovation is a brief textbook that synthesizes the major research and managerial best practices in this field.

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