Managing Innovation and Change: People, Technology and Strategy

Jon Clark

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Written specifically to meet the needs of students, this engaging book interweaves a fascinating case story with more general analysis to offer an ideal introduction to the processes and issues of managing organizational innovation and change.

The story covers 10 years in the development of a major strategic initiative by Pirelli General - the creation and operation of an automated `factory of the future'. Each chapter advances the story through a particular theme introduced by concise overviews of the main theories, concepts and debates in the literature, and concludes with questions for discussion. Key topics covered are: *strategy and structure* - the competitive environment, strategic decision-making, roles, relat

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