

Managing Innovation

**Integrating Technological, Market and
Organizational Change**

Fifth Edition

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Contents

About the Authors	xiii	
Acknowledgements	xiv	
Preface to the Fifth Edition	xv	
How to Use This Book	xvii	
Part I	Managing Innovation	1
Chapter 1	Innovation – What it is and Why it Matters	3
	1.1 Introduction	3
	1.2 Why Innovation Matters	5
	1.3 Innovation and Entrepreneurship	8
	1.4 How Innovation Matters	9
	1.5 Old Question, New Context	15
	1.6 What is Innovation?	18
	1.7 A Process View of Innovation	21
	1.8 Scope for/Types of Innovation	23
	1.9 Exploring Different Aspects of Innovation	30
	1.10 Managing Innovation . . .	46
	Summary and Further Reading	53
	References	55
Chapter 2	Innovation as a Core Business Process	59
	2.1 Introduction	59
	2.2 Variations on a Theme	61
	2.3 A Contingency Model of the Innovation Process	74
	2.4 Evolving Models of the Process	75
	2.5 Can We Manage Innovation?	79
	2.6 Building and Developing Routines Across the Core Process	— 82
	2.7 Learning to Manage Innovation	83
	2.8 Measuring Innovation Success	85
	2.9 What Do We Know About Successful Innovation Management?	85

	2.10 Success Routines in Innovation Management	88
	2.11 Beyond the Steady State	95
	Summary and Further Reading	98
	References	99
Part II	Context	105
Chapter 3	Building the Innovative Organization	107
	3.1 Shared Vision, Leadership and the Will to Innovate	109
	3.2 Appropriate Organization Structure	115
	3.3 Key Individuals	120
	3.4 High Involvement in Innovation	124
	3.5 Effective Team Working	132
	3.6 Creative Climate	139
	3.7 Boundary-Spanning	155
	Summary and Further Reading	161
	References	161
Chapter 4	Developing an Innovation Strategy*	169
	4.1 'Rationalist' or 'Incrementalist' Strategies for Innovation?	170
	4.2 The Dynamic Capabilities of Firms	182
	4.3 Appropriating the Benefits from Innovation	188
	4.4 Technological Trajectories	195
	4.5 Developing Firm-Specific Competencies	198
	4.6 Globalization of Innovation	212
	4.7 Enabling Strategy Making	218
	Summary and Further Reading	224
	References	225
Part III	Search	231
Chapter 5	Sources of Innovation	233
	5.1 Where do Innovations Come From?	233
	5.2 Knowledge Push . . .	234
	5.3 Need Pull . . .	236
	5.4 Whose Needs?	243
	5.5 Towards Mass Customization	249
	5.6 Users as Innovators	252
	5.7 Extreme Users	256
	5.8 Watching Others	258
	5.9 Recombinant Innovation	259

	5.10 Design-led Innovation	260
	5.11 Regulation	262
	5.12 Futures and Forecasting	262
	5.13 Accidents	263
	5.14 A Framework for Looking at Innovation Sources	266
	5.15 How to Search	268
	5.16 Absorptive Capacity	271
	5.17 Balancing Exploitation and Exploration	273
	5.18 Tools and Mechanisms to Enable Search	274
	5.19 Two Dimensions of Innovation Search	284
	5.20 A Map of Innovation Search Space	286
	Summary and Further Reading	292
	References	293
Chapter 6	Innovation Networks	299
	6.1 No Man is an Island . . .	299
	6.2 The ‘Spaghetti’ Model of Innovation	301
	6.3 Innovation Networks	302
	6.4 Networks at the Start-Up	309
	6.5 Networks on the Inside . . .	311
	6.6 Networks on the Outside	313
	6.7 Networks into the Unknown	316
	6.8 Managing Innovation Networks	319
	Further Reading and Resources	323
	References	324
Part IV	Select	327
Chapter 7	Decision Making Under Uncertainty	329
	7.1 Introduction	329
	7.2 Meeting the Challenge of Uncertainty	330
	7.3 The Funnel of Uncertainty	330
	7.4 Decision Making for Incremental Innovation	332
	7.5 Building the Business Case	336
	7.6 Building Coalitions	336
	7.7 Spreading the Risk – Building a Portfolio	338
	7.8 Decision Making at the Edge	339
	7.9 Mapping the Selection Space	346
	Summary and Further Reading	354
	References	354

Chapter 8	Building the Innovation Case	359
	8.1 Developing the Business Plan	359
	8.2 Forecasting Innovation	362
	8.3 Estimating the Adoption of Innovations	369
	8.4 Assessing Risk, Recognizing Uncertainty	378
	8.5 Anticipating the Resources	384
	Summary and Further Reading	399
	References	400
Part V	Implement	403
Chapter 9	Creating New Products and Services	405
	9.1 Processes for New Product Development	405
	9.2 Influence of Technology and Markets on Commercialization	421
	9.3 Differentiating Products	425
	9.4 Building Architectural Products	430
	9.5 Commercializing Technological Products	437
	9.6 Implementing Complex Products	441
	9.7 Service Innovation	446
	Summary and Further Reading	456
	References	457
Chapter 10	Exploiting Open Innovation and Collaboration	461
	10.1 Joint Ventures and Alliances	461
	10.2 Collaborating with Suppliers to Innovate	486
	10.3 User-Led Innovation	491
	10.4 Benefits and Limits of Open Innovation	493
	Summary and Further Reading	496
	References	497
Part VI	Capture	503
Chapter 11	Exploiting Entrepreneurship and New Ventures	505
	11.1 What is a Venture?	505
	11.2 Internal Corporate Venturing	517
	11.3 Spin-Outs and New Ventures	538
	Summary and Further Reading	559
	References	560
Chapter 12	Capturing the Benefits of Innovation	565
	12.1 Creating Value Through Innovation	565
	12.2 Innovation and Firm Performance	569

12.3	Exploiting Knowledge and Intellectual Property	573
12.4	Broader Economic and Social Benefits	595
12.5	Choosing a Business Model	611
	Summary and Further Reading	618
	References	619
Chapter 13	Capturing Learning from Innovation	623
13.1	What have We Learned About Managing Innovation?	623
13.2	How can We Build Dynamic Capability?	625
13.3	Learning to Manage Innovation	626
13.4	Tools to Help Capture Learning	628
13.5	Innovation Auditing	630
13.6	Measuring Innovation Performance	631
13.7	Measuring and Developing Innovation Management Capability	632
13.8	Using the Framework	637
13.9	Variations on a Theme	638
13.10	Final Thoughts	642
	Summary and Further Reading	644
	References	644
Index		647