



Managing Research, Development and Innovation: Managing the Unmanageable

Ravi Jain, Harry C. Triandis, Cynthia W. Weick

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As the economy shifts from producing goods to producing information, the role of researchers in shaping the future has become immense. By taking advantage of modern technology, the highly trained and predominantly autonomous researchers from around the globe collect and share information better than ever—yet, there is still a lack of an effective centralized structure for an R&D organization manager to integrate the efforts from many disparate individuals into a unified plan.

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- Covers all aspects of the research and development process—with focus on the human management function
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Managing Research, Development, and Innovation, Third Edition is the most complete, insightful book of its kind. Useful for professionals and graduate students alike, the text demonstrates in clear, straightforward prose how good management skills will shape the future.

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