Foreword

This book is essential reading for any reflective practitioner, researcher in the field, or master's student basing their professional career on any of the nine topic areas in Technology and Innovation Management that this book covers. This is the first work since Dr. Adler's effort in the early 1990s to discuss the many subfields of Technology and Innovation Management (TIM) as a multi-discipline, multi-dimensional academic subject, and it is about time! The authors provide a concise discussion of the seminal work in the top subfields of this rapidly growing area.

The authors have split the effort into three main sections and two appendices that, when coupled with thoughtful introduction and summary sections, provide exceptional value. The two appendices with the most cited papers and words are exceptionally useful for the research and practitioner communities. The executive summaries, introductory comments, and epilogue are a must read.

The authors provide the readers with the fundamental ideas that have come to form the base of information that academicians, researchers, and practitioners involved with TIM should know. The authors have categorized nine topic areas into three main sections. First the authors artfully weave "R&D Process Models," "Technology Development and Innovative Practice," and "Social Influence and Human Interaction with Technology" into a section they title **Processes, Strategies, and Development.** Next they integrate both seminal and interesting new thought in four major areas of "Diffusion and Innovation: An Organizational Perspective," "Knowledge and Change in Organizations," "Organizational Innovation Strategy," and "New Product Development" into a section they title **Innovation, Influence, and Diffusion.** Finally they cover **Technology and Management Information Systems** through their discussion of two sub-areas of the field: "Information and Communication Technology Management" and "Open Source and Software Development Innovation."

The authors have done an exceptional job of integrating the new books on innovation, technology, and management that appear frequently, and the older

chestnuts such as Everett M. Rogers' *Diffusion of Innovations* which are reissued on a regular basis. What Friedman, Roberts, and Linton have done is to crystallize nine essential TIM concepts from a historical perspective, then synthesize the main ideas of relevant topics for academic researchers, students of related disciplines, or practitioners interested in what theorists have developed over the past half-century. A truly exceptional and useful effort.

Steve Walsh, PhD
Albuquerque, NM
January 2008