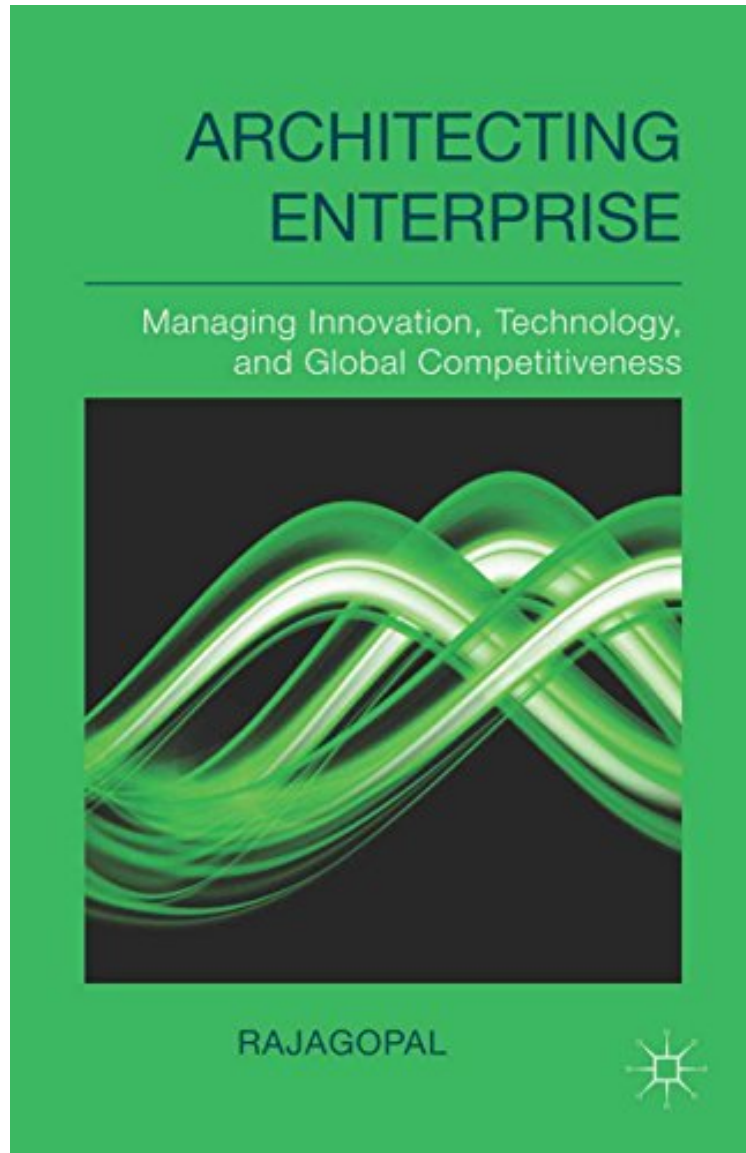


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Architecting Enterprise: Managing Innovation, Technology, and Global Competitiveness

Rajagopal

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Rajagopal : Architecting Enterprise: Managing Innovation, Technology, and Global Competitiveness before purchasing it in order to gage whether or not it would be worth my time, and all praised Architecting Enterprise: Managing Innovation, Technology, and Global Competitiveness:

The discussion in this book provides an introduction to the concept of entrepreneurship and entrepreneurial business management. The author covers many elements of the entrepreneurial management discipline including choosing a business, organizing, financing, marketing, developing an offering that the market will value, and growing a business.

...Rajagopal provides important insights into international development and how firms and nations can innovate to remain competitive. This book contributes learning value and delivers new insights on managing innovation, technology and global competitiveness...Kip Becker, PhD, Chairman, Department of Administrative Sciences, Metropolitan College, Boston University, Boston, MA

From the Author This book discusses various perspectives of market growth and development of emerging firms in the global context and examines the impact of innovation and technology adoption on business growth and competitiveness. The contents and coverage of the book is spread across eleven chapters discussing the business opportunities, emerging markets, and challenges in international markets. In reference to the globalization more regional business clusters are emerging with technological innovations, which are triggering global competition. Policy makers and business strategists are searching new theoretical frameworks to understand the underlying dynamics of this global reshuffling of production and marketing activities of firms and how this business dynamics will affect innovation and competitiveness of firms. This book examines innovation, competitiveness and shifts in business strategies in regional and global perspective and discusses the impact of globalization on innovation, production, and marketing activities.

From the Back Cover Most new firms at the grassroots of the market have redefined key aspects of their marketing mix, and by innovation and customer-driven technology solutions have grown stronger to survive market competition. Such firms observe shrinking conventional business measures and pursue investing in market-oriented technology and co-creating innovations in products and services by associating with consumers. Architecting Enterprises argues that emerging firms must switch focus to user-driven innovation. This book is divided into eleven chapters spread across three parts comprising laying