



# Technology in Context: Technology Assessment for Managers (Routledge Studies in the Management of Technology and Innovation)

By Ernest Braun

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## Technology in Context: Technology Assessment for Managers (Routledge Studies in the Management of Technology and Innovation) By Ernest Braun

Most managers know very little about the technology they introduce into their firms, often preferring to leave such decisions to a small band of technological 'experts'. As a result large amounts of time and money are often wasted on inappropriate and inefficient systems. The cost of retraining and reorganising can also be prohibitive if the new technology does not deliver the desired results. In a business environment where technology is of increasing importance, the non-technical manager cannot afford to remain in the dark. *Technology in Context* provides a toolkit of approaches to this difficult subject.

Subjects covered include:

- \* the fundamental concepts required for the management of technology
- \* the gathering of information in a firm to support strategic decisions on technology
- \* technology assessment in the public domain
- \* the wider social implications of technology
- \* problems associated with technology, from the danger of environmental degradation to employment and skills.

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## **Technology in Context: Technology Assessment for Managers (Routledge Studies in the Management of Technology and Innovation) By Ernest Braun Bibliography**

- Sales Rank: #1093856 in eBooks
- Published on: 2005-06-23
- Released on: 2005-06-23
- Format: Kindle eBook



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### **Review**

"Managers will profit from this book if they are not shy of technical material-and if they want to make decisions that are good for both the bottom line and the future."

-"Futurist, 3/99

"This comprehensive and accessible analysis of technology assessment defines and describes its role in the strategic management of firms."

-"Futurist, 3/99

"This well written, heavily documented book portrays a man whose vision was mainly poetic, rather than philosophical, and emblematic, rather than systematic. Elizabeth Vida's skillful detective work reveals with startling effect the extent to which he used, often quite crudely, the techniques and ideas of those whose vision provided an answer to his own spiritual struggle."

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