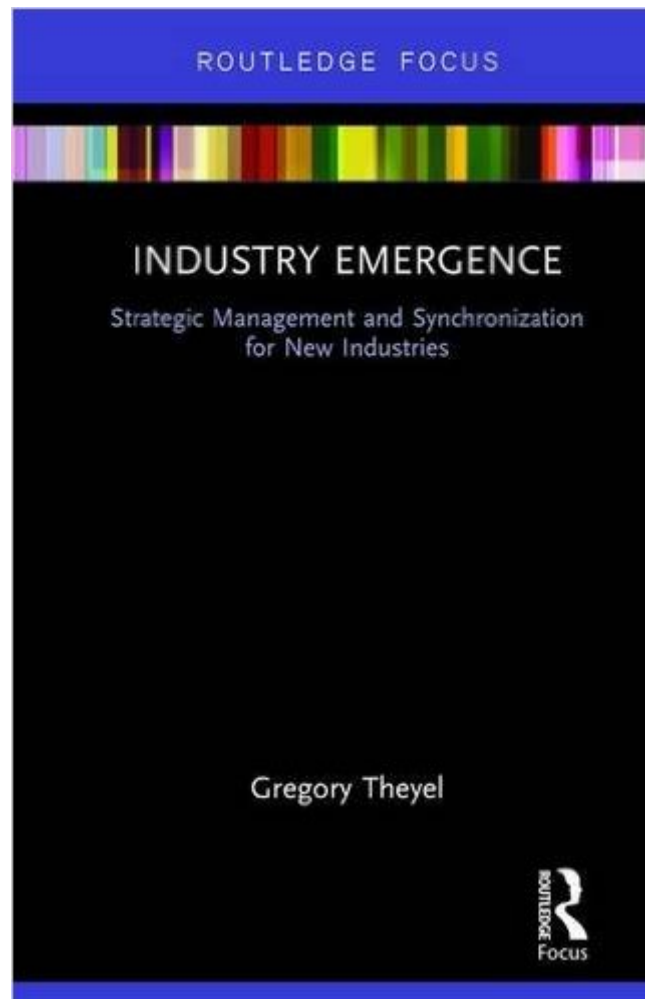


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Industry Emergence: Strategic Management And Synchronization For New Industries



Synopsis

This book develops a novel industry emergence framework to explain the features, interaction, and synchronization of key elements for the birth and growth of new industries. Organized around seven elements—firm strategy, technology, investment, supply networks, production, markets, and government—Theyel's framework provides inventors, managers, investors, scholars, and policymakers with a comprehensive understanding of how industries emerge, helping them to be more successful at influencing the birth and growth of new industries. Understanding industry emergence is important because new industries can offer the advancement of technology, improvements in human health and the environment, growth of firms, creation of jobs, and economic development. With learning objectives, theory, tools, case studies, and end-of-chapter questions, Industry Emergence will be a useful resource for students and professionals in engineering, science, business, and policy.

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