



The Development of the B-52 and Jet Propulsion: A Case Study in Organizational Innovation

By Mark D Mandeles, Dr Mark D Mandeles

Createspace Independent Publishing Platform, United States, 2012. Paperback. Book Condition: New. 249 x 173 mm. Language: English . Brand New Book ***** Print on Demand *****.The B-52 and Jet Propulsion: A Case Study in Organizational Innovation is a coherent and nonpolemical discussion of the revolution in military affairs, a hot topic in the national security arena. Mark Mandeles examines an interesting topic, how can the military better understand, manage, and evaluate technological development programs. We see Murphy s Law (anything that can go wrong, will go wrong) in operation. No matter how carefully the military designs, plans, and programs the process of technological development, inevitably, equipment, organizations, and people will challenge the desired expectations. Mandeles argues convincingly that recognizing the inevitability of error may be the single most important factor in the design of effective organizations and procedures to foster and enhance innovative technology and concepts. The book focuses on the introduction of jet propulsion into the B-52. This case study illustrates the reality that surprises and failures are endemic to development programs where information and knowledge are indeterminate, ambiguous, and imperfect. Mandeles choice of the B-52 to illustrate this process is both intriguing and apt. The military had no...



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