

Managing technology - the strategic view

McGraw-Hill - Managing Technology: The Strategic View... book by Lowell W. Steele



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Managing technology - the strategic view

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The Strategic Management of Technology

Kono, DBA, is a professor of finance at Graziadio School of Business and Management at Pepperdine University and Fox School of Business at Temple University.

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These firms confront two significant challenges: first, their operating environment is characterized by rapid and continuous metamorphosis in products, markets and competitive environments; second, from an organizational perspective, there is a need to cope with rapid expansion in the size of the firm and its scope of operations.

The Role of Finance in the Strategic

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Companies must make these assessments when they anticipate greater uncertainty in their business or when there is a need to enhance their risk culture. He has spoken worldwide at numerous conferences and led workshops and seminars.

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He has also been Deputy Chair of the Joint Information Systems Committee JISC.

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