



Management of Technology and Operations

R. Ray Gehani

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An accessible source of winning technology management strategies

In Management of Technology and Operations Ray Gehani reveals the basic principles and best practices applied by top technology-driven organizations in the intensely competitive global marketplace. Using a model that technologists can relate to --a high-performance V-6 engine --he pinpoints the six sources of competitive advantage that determine both short-term survival and market leadership over the long term. Then, with the help of real-life examples from leading technology-driven organizations, he demonstrates how these global winners integrate project management and pioneering leadership to exploit the full potential of each of these sources:

- * Research and development
- * Production automation and engineering
- * Information integration
- * Customer trust and market understanding
- * Reliability and quality promise
- * Building the best people.

For working engineers and managers in technology-driven organizations of any size, this book provides a common understanding of the goals and methods of managing technology and operations. It is also an excellent text for upper-level undergraduate and graduate students in science, engineering, and business.



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