



## Management of New Technologies for Global Competitiveness (Hardback)

By Christian N. Madu

ABC-CLIO, United States, 1993. Hardback. Condition: New. New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Management of new technologies is a critical factor in achieving global competitiveness. A recent survey of managers in the United States revealed that the implementation of new and advanced technologies is the most popular strategy in achieving global competitiveness. This book explores the role of technology in that context. The book identifies the role of new technologies in improving quality and shows that adopting a strategic total quality management will, in fact, lead to improved productivity and survivability of the firm. A thorough comparison of the Japanese and American production management practices is presented. This in-depth analysis helps to identify the problems of managing new technologies and shows that human resources management is a critical factor that should not be overlooked. Other strategies for improving global competitiveness are presented. Each of the five sections of the book deals with a major thrust that confronts management of new technologies. The book also discusses information system management and product design. The book uses real-life cases, models, and conceptual frameworks to support the views presented. Productivity, quality, and competitiveness are all related to technology....



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