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Introducing Production Innovation Into an Organization: Structured Methods for Producing Computer Software (Classic Reprint)

By Dorothy Leonard-Barton

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Introducing Production Innovation Into an Organization: Structured Methods for Producing Computer Software
Introducing Production Innovation Into an Organization; Structured Methods for Producing Computer Software by Dorothy Leonard-Barton Harvard Business School Introduction Introducing a significant process innovation into an organization could be likened to guiding a group of hikers through an unfriendly jungle. Someone has to lead; there has to be some level of agreement that the destination is worth reaching; all sorts of pitfalls must be avoided enroute, and the success of the venture is judged not only by whether the party members reach their goal, but also by the state of their health when they get there. Just as the hike leader may decide upon the ultimate destination (perhaps in consultation with the hikers), so managers in an organization usually bear primary responsibility for deciding upon the innovation in production methods which will best serve the strategic interests of the organization. Thus, in a narrow sense, managers are the adopters of new procedures. However, just as the hypothetical hike leader needs the cooperation of...



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