



Technology and Business Strategy: Getting the Most Out of Technological Assets

William M. Watkins

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A major measure of success in the world of business management is the ability to achieve maximum yield from the available assets of the enterprise. Often the most important asset to a company is its technology and intellectual property. And yet, the capacity to create and develop technology is outpacing most firms' abilities to manage the resulting product and processes. Watkins' purpose is to help managers improve their ways and means of translating technological assets into effective business strategies. The information in the book is designed to be useful for any size firm from entrepreneurial start-ups to multinational corporations.

Part one is primarily an overview on the care and feeding of this unique class of assets. It addresses the characteristics of the technologies, methods for valuation and development, approaches to acquisitions, outsourcing technological management, and finally, dealing with organizational cultural issues. Part two addresses the issues involved with converting assets into effective business strategies. It offers in depth treatment of manufacturing, licensing, joint ventures and strategic alliances, negotiation, and the pitfalls of each option.

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