



Strategic Management of Technological Innovation, 6th edition

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Chapter-by-Chapter Changes

Chapter 1:

1. Updated examples and statistics, including updated graphs
2. Updated description of chapter four to note addition of section on platform ecosystems.
3. Updated the recommended reading suggestions

Chapter 2:

1. New opening case on clean meat
2. Significantly revised and extended section on “Individual Creativity”
3. One Theory in Action is removed
4. Updated statistics on R&D spending by firms, universities and nations.
5. Added details about legislation on university technology transfer in different countries, and on challenges to getting others to license university technology.
6. Added many references to current research.

7. Updated the recommended reading suggestions

Chapter 3:

1. New opening case on Chotukool
2. Updated examples such as Snapchat and Model 3
3. Updated statistics on particular firms throughout
4. Updated the recommended reading suggestions

Chapter 4:

1. New Chapter title to reflect additional content
2. Updated case on mobile payment systems
3. I removed section on “Are winner-take-all-markets good for consumers?” to conserve space
4. I added a major new section on “Modularity and Platform Competition”
5. I added a new point to the chapter summary to reflect new content
6. Updated the recommended reading sections

Chapter 5:

1. New opening case on Uber Air
2. Updated section on “Immature Enabling Technologies and Complements to incorporate new Uber Air material
3. Added references to current research
4. Updated the recommended readings section

Chapter 6:

1. New opening case on Tesla’s expansion of activities
2. Updated recommended readings section

Chapter 7:

1. Replaced opening case with exercise on “Where should we focus our innovation efforts?”
2. Updated figures and statistics throughout chapter
3. Updated examples
4. Updated recommended readings section
5. Added some references to current research

Chapter 8:

1. Significantly updated case on “Ending HIV?”
2. Changed writing structure in “Advantages of Collaborating” chapter to be clearer
3. Added extensive example on electric vehicle charging standards
4. Added text to section on strategic alliances to make clearer
5. Added extensive example on Tencent and Changan JV (Note: I have added more international examples throughout to better internationalize the text)
6. Updated recommended readings section

Chapter 9:

1. Updated opening case to reflect current data
2. Changed one of the discussion questions in the opening case
3. Updated examples used in case
4. Deleted the section on the history of patents to make room for new text better explaining the purpose of intellectual property protection.
5. Previous version of chapter was very US-centric with separate sections that dealt with non-USIP law; now the chapter has been revised throughout to be less US-centric with examples and laws from different countries integrated in to the main sections.
6. New figure on the number of patent applications in the ten largest patent offices in the world
7. Updated numerical data throughout
8. Added example of Google's liberal licensing policy for Android
9. Updated suggested readings list

Chapter 10:

1. Updated opening case on Google
2. Added clarifying statement and references for how modular products can lead to modular organizations
3. Updated suggested readings list

Chapter 11:

1. New opening case on agile development at Cisco Systems
2. Added paragraph on distributors as important customers to involve in the new product development process
3. Significantly revised and extended section on crowdsourcing
4. Updated suggested readings list
5. Added references to current research

Chapter 12:

1. Added new research brief on how brainstorming teams can kill breakthrough ideas
2. Added references to current research
3. Updated suggested readings lists

Chapter 13:

1. Updated opening case on video game systems
2. Added paragraph explaining "razor and razor blade" strategy and noted the importance of being able to control compatibility
3. Added references to current research
4. Updated Dropbox example
5. Added Steam example
6. Replaced old Conner Peripherals example with SiriusXM radio example
7. Updated suggested readings list