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Gregory Theyel, Michael Gregory

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Understanding Industry Emergence: Innovation strategy and technology management. Gregory Theyel, Michael Gregory
Emerging Industries develops a new framework – the industry emergence framework – to explain the elements and interactions that come into play in the birth and development of new industries.

The industry emergence framework is informed by systems thinking, diffusion of innovation, and industrial organization. Systems thinking explains the ways in which processes and trends are limited or accelerated by the connections or relationships between systems; diffusion of innovation explains how, why and at what rate innovations move through the system; and industrial organization offers insights into the impact of entrepreneurship, strategy and supply networks, as well as external entities (such as governments), on industry emergence.

Through this framework, the book addresses the challenges emerging industries face, and offers an approach to understanding the ways in which science and technology evolve to form new industries, as well as how to participate in, and influence the development of these industries. With learning objectives, theory, tools, case studies and end-of-chapter questions, this book will be a useful resource for students in business, engineering, science, and policy.

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