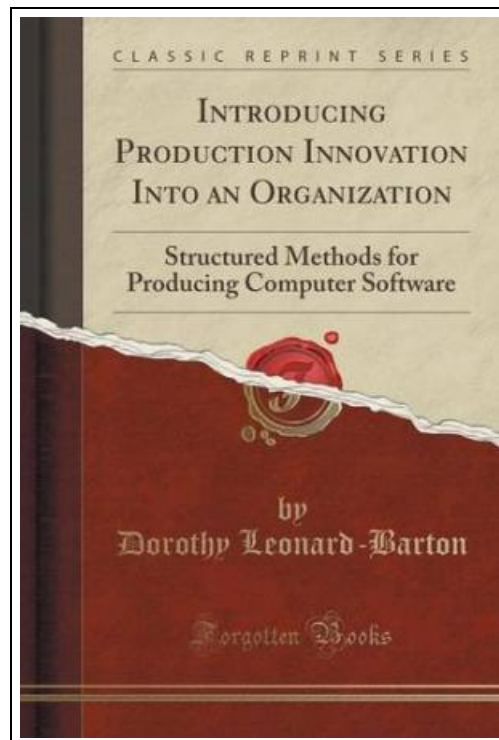# Introducing Production Innovation Into an Organization: Structured Methods for Producing Computer Software (Classic Reprint)

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Reviews

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INTRODUCING PRODUCTION INNOVATION INTO AN ORGANIZATION: STRUCTURED METHODS FOR PRODUCING COMPUTER SOFTWARE (CLASSIC REPRINT)

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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 the hikers to traverse the jungle, (unless it is a forced march), so managers require support from the production workers, the users of new production methodologies. To continue the metaphor, the hikers have to I) agree on the nature and worth of the destination (the potential value of the proposed innovation) and 2) agree to the chosen path (the Implementation plan). About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the...

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