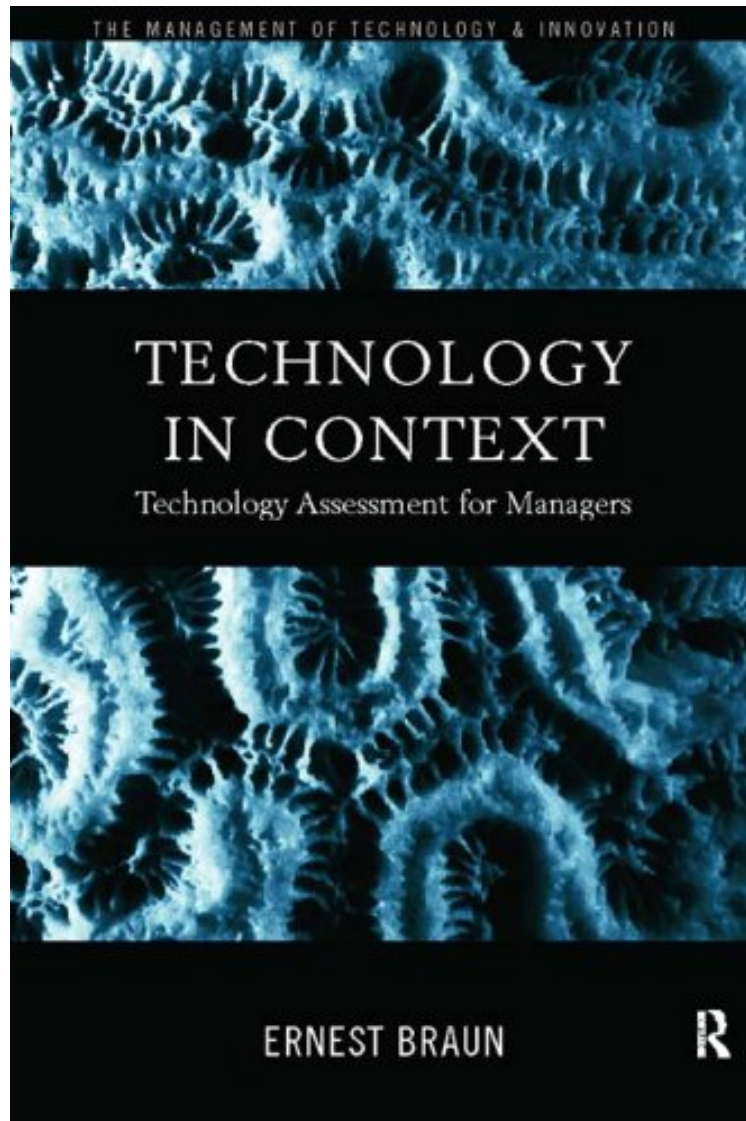


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Technology in Context: Technology Assessment for Managers (Routledge Studies in the Management of Technology and Innovation)

Ernest Braun

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Most managers know very little about the technology they introduce into their firms, often preferring to leave such decisions to a small band of technological 'experts'. As a result large amounts of time and money are often wasted on inappropriate and inefficient systems. The cost of retraining and reorganising can also be prohibitive if the new technology does not deliver the desired results. In a business environment where technology is of increasing importance, the non-technical manager cannot afford to remain in the dark. Technology in Context provides a toolkit of approaches to this difficult subject. Subjects covered include: * the fundamental concepts required for the management of technology * the gathering of information in a firm to support strategic decisions on technology * technology assessment in the public domain * the wider social implications of technology * problems associated with technology, from the danger of environmental degradation to employment and skills.