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MMT6008/MBA5252: Technology Strategy(Final)

MBA5252/MMT6008, Spring 2003, Section: None

Technology: Productivity and Diffusion

The Dynamo And The Computer: An Historical Perspective On T; David, Paul A.; The American Economic Review; May 1990; pg. 355; (7 pgs)

EMI and the CT Scanner (A); Bartlett, Christopher A.; Harvard Business School Publishing; 1983; (11 pages)

Notes: <u>DRM-Protected</u>; file is 0.1 Mb and may take up to *32 seconds* to open using a 56k modem

Absorptive Capacity: A New Perspective On Learning And Inno; Cohen, Wesley M.; Levinthal, Daniel A.; Administrative Science Quarterly; Mar 1990; pg. 128; (25 pgs)

Technology, Markets and Competition

Underinvestment and incompetence as responses to radical innovation: Evidence from the photolithographic alignment equipment industry; Henderson, Rebecca; The Rand Journal of Economics; Summer 1993; pg. 248; (23 pgs)



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Christensen, Clayton M.; Harvard Business
School Publishing; 02/08/1996; (17 pages)
Notes: DRM-Protected; file is 1.1 Mb and may take up to 4 minutes to open using a 56k modem

Capturing value from knowledge assets: The new economy, markets for know-how, and intangible assets; David J Teece; California Management Review; Spring 1998; pg. 55; (25 pgs)

Microsoft Goes Online: MSN--1996; Yoffie, David B.; Harvard Business School Publishing; 11/24/1997; (20 pages)

Notes: DRM-Protected; file is 0.5 Mb and may take up to 2 minutes to open using a 56k modem

Microsoft Goes Online: MSN--1997; Yoffie, David B.; Harvard Business School Publishing; 10/12/1997; (7 pages)

Notes: DRM-Protected; file is 0.2 Mb and may take up to 1 minute to open using a 56k modem

IDEO Product Development; Thomke, Stefan; Nimgade, Ashok; Harvard Business School Publishing; 06/22/2000; (21 pages) Notes: DRM-Protected; file is 7.9 Mb and may take up to 34 minutes to open using a 56k modem

Atheros Communications; Eisenmann, Thomas;
Tempest, Nicole; Harvard Business School
Publishing; 2001; (26 pages)
Notes: DRM-Protected; file is 1.0 Mb and may take up to 4 minutes to open using a 56k modem

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Charles Schwab Corp. (A); McFarlan, F.

Warren; Tempest, Nicole; Harvard Business

School Publishing; 09/09/1999; (19 pages)

Notes: DRM-Protected; file is 0.2 Mb and may take

up to 1 minute to open using a 56k modem

Investing in R&D Capabilities



Xerox Technology Ventures: March 1995; Lerner,

Joshua; Harvard Business School Publishing;

03/17/1995; (25 pages)

Notes: <u>DRM-Protected</u>; file is 0.1 Mb and may take up to **30 seconds** to open using a 56k modem



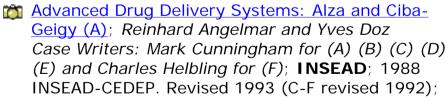
The Options Approach to Capital Investment; Dixit, Avinash K.; Pindyck, Robert S.; Harvard Business

Review; (05/01/1995:13)

Notes: DRM-Protected; file is 0.7 Mb and may take

up to 3 minutes to open using a 56k modem

Applying the Frameworks



(30 pages)

Notes: file is 0.4 Mb and may take up to **1 minute** to open using a 56k modem

Advanced Drug Delivery Systems: Alza and Ciba-Geigv (B): Reinhard Angelmar and Yves Doz Case Writers: Mark Cunningham for (A) (B) (C) (D) (E) and Charles Helbling for (F); INSEAD; 1988 INSEAD-CEDEP. Revised 1993 (C-F revised 1992); (15 pages)

Notes: file is 0.1 Mb and may take up to **26 seconds** to open using a 56k modem

Advanced Drug Delivery Systems: Alza and Ciba-Geigy (D); Reinhard Angelmar and Yves Doz Case Writers: Mark Cunningham for (A) (B) (C) (D) (E) and Charles Helbling for (F); INSEAD; 1988 INSEAD-CEDEP. Revised 1993 (C-F revised 1992); (19 pages)

Notes: file is 0.4 Mb and may take up to **2 minutes** to open using a 56k modem

- Ciba-Geigy Limited: Pharmaceutical Division (B);
 Reinhard Angelmar and Yves Doz
 Case Writer: Mark Cunningham; INSEAD; 1988
 INSEAD-CEDEP. Revised 1992
 Notes: file is <0.1 Mb and may take up to 18
 seconds to open using a 56k modem
- ALZA Corporation (Synopsis); Reinhard Angelmar and Yves Doz Case Writer: Francesca Gee; INSEAD; 1987 INSEAD-CEDEP. Condensed 1994; (16 pages) Notes: file is <0.1 Mb and may take up to 24 seconds to open using a 56k modem
- R.R. Donnelley & Sons: The Digital Division; Garvin, David A.; March, Artemis; Harvard Business School Publishing; 01/12/1996; (20 pages)

Notes: DRM-Protected; file is 0.2 Mb and may take

up to 1 minute to open using a 56k modem

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