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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: [DRM-Protected](#); 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)

 [Eli Lilly and Co.: Innovation in Diabetes Care](#);

-  [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



[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: [DRM-Protected](#); 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



[Advanced Drug Delivery Systems: Alza and Ciba-Geigy \(A\)](#); 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); (30 pages)
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[Advanced Drug Delivery Systems: Alza and Ciba-Geigy \(B\)](#); Reinhard Anaelmar and Yves Doz

[!\[\]\(2bdfe261b986065ee0ac76460d6528c9_img.jpg\) 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);
(15 pages)

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[!\[\]\(e78f798d4ea5c530c9db49e7d26e6b95_img.jpg\) 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)

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[!\[\]\(c694a3ff3b077d76910920a6a1593ab4_img.jpg\) Ciba-Geigy Limited: Pharmaceutical Division \(B\)](#);
Reinhard Angelmar and Yves Doz
Case Writer: Mark Cunningham; **INSEAD**; 1988
INSEAD-CEDEP. Revised 1992

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[!\[\]\(05be7c7a8995decd503647c99211f7c2_img.jpg\) 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

[!\[\]\(dd161862f9164df98f62b726e9846241_img.jpg\) R.R. Donnelley & Sons: The Digital Division](#); Garvin,
David A.; March, Artemis; **Harvard Business
School Publishing**; 01/12/1996; (20 pages)

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