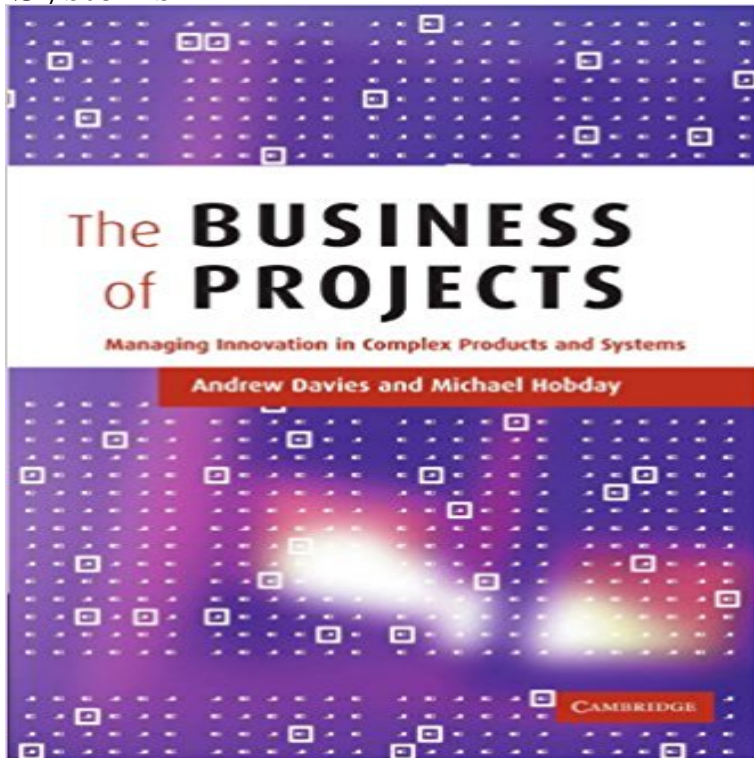


The Business of Projects: Managing Innovation in Complex Products and Systems



This volume breaks new ground by showing how leading businesses create and implement projects to drive strategy and innovation. Projects are used to coordinate activities with customers and suppliers and ensure that organizations become more dynamic and adaptable. The book extends the resource-based view of the firm to focus on the business lessons learned from the design and production of high-value complex products and systems (CoPS), which have always been project-based. As well as new frameworks and management tools, it provides case studies of high-technology industries--such as telecommunications, flight simulation and medical devices.

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