



Forecasting and Management of Technology

By Alan L. Porter, Scott W. Cunningham, Jerry Banks, A. Thomas Roper, Thomas W. Mason, Frederick A. Rossini

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Published in 1991, the first edition of *Forecasting and Management of Technology* was one of the leading handful of books to deal with the topic of forecasting of technology and technology management as this discipline was emerging. The new, revised edition of this book will build on this knowledge in the context of business organizations that now place a greater emphasis on technology to stay on the cutting edge of development. The scope of this edition has broadened to include management of technology content that is relevant to now to executives in organizations while updating and strengthening the technology forecasting and analysis content that the first edition is reputed for.

Updated by the original author team, plus new author Scott Cunningham, the book takes into account what the authors see as the innovations to technology management in the last 17 years: the Internet; the greater focus on group decision-making including process management and mechanism design; and desktop software that has transformed the analytical capabilities of technology managers. Included in this book will be 5 case studies from various industries that show how technology management is applied in the real world.

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Editorial Review

From the Publisher

Consistently practical in its coverage, the book discusses general issues related to forecasting and management; introduces a variety of methods, and shows how to apply these methods to significant issues in managing technological development. With numerous exhibits, case studies and exercises throughout, it requires only basic mathematics and includes a special technology forecasting TOOLKIT for the IBM and compatibles, along with full instructions for installing and running the program.

From the Back Cover

An update to a respected text in the growing field of technology management

Building on the familiarity and esteem of its predecessor, this revised Second Edition of *Forecasting and Management of Technology* discusses general issues that are related to forecasting and management, an area that has grown in importance and sophistication over the past few decades. It includes expanded coverage of evolving methodologies through the use of numerous exhibits, case studies, and exercises to show how to apply these methods to significant issues in managing technological development. This new Second Edition:

- Delivers a thorough overview of the growing field of technology management for students and professionals
- Updates and strengthens the forecasting tools and methodologies that were introduced in the first edition, emphasizing a more integrated approach to making forecasts, and sharpens the focus on the role of technology in formulating a business strategy
- Includes five case studies from different industries to demonstrate how these tools can be applied in real-world situations

Consistently practical in its coverage, *Forecasting and Management of Technology*, Second Edition delivers a detailed study of forecasting tools and analyses to assist companies in adapting to new technologies that are constantly expanding, and helps them discover the necessity and advantages of integrating technology into their organizational strategies.

About the Author

ALAN THOMAS ROPER (retired) was a professor at Rose-Hulman Institute of Technology in Terre Haute, Indiana. He is the past editor of the journal *Impact Assessment and Project Appraisal* and the past director of the Center for Technology and Policy Studies at Rose-Hulman.

SCOTT W. CUNNINGHAM obtained a MSc in public policy from the Georgia Institute of Technology and a DPhil in science, technology, and innovation policy from the University of Sussex. He is currently Assistant Professor of Policy Analysis in the Department of Technology, Policy, and Management at Delft University of Technology.

ALAN L. PORTER has led development of "technology opportunity analysis" and mining electronic,

bibliographic data sources to generate intelligence on emerging technologies. He holds an MA in psychology and a PhD in engineering psychology, both from UCLA. He is currently Director of Research and Development for Search Technology, Inc., in Norcross, Georgia.

THOMAS W. MASON was the founding head of the Engineering Management Department (www.rose-hulman.edu/msem). While on a three-year leave from Rose-Hulman, he served as CFO and CEO of a 140-person network management systems business.

FREDERICK A. ROSSINI (retired) is a former provost at George Mason University in Fairfax, Virginia.

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