

Innovation in High-Technology Companies: The Small Firm's Perspective with Reference to the Mobile Phone Sector



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INNOVATION IN HIGH-TECHNOLOGY COMPANIES: THE SMALL FIRM'S PERSPECTIVE WITH REFERENCE TO THE MOBILE PHONE SECTOR

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GRIN Verlag Jun 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2002 in the subject Business economics - Miscellaneous, grade: 2.3 (B), University of Manchester (Manchester School of Management), 32 entries in the bibliography, language: English, abstract: In the last twenty years, many researchers and even governments have undertaken studies concerning small, innovative firms operating in new technology sectors. Different researchers have concluded different things from different studies, and different opinions prevail in many areas. Even a brief look into the area of New Technology-Based Firms (NTBFs) shows that extensive literature exists on a wide range of topics, both on a more general scale, but also on rather specialised sub-areas of NTBFs. While it is certainly desirable to explore any one of these specialised areas in more depth, the focus of this paper is to give a brief but comprehensive overview of the area of NTBFs about research in the last 20 to 25 years. The underlying notion of the paper is to question if large firms are better at innovation than small firms. An answer to this question in the light of the findings of this paper will be attempted in the conclusion in chapter seven. Specifically, the purpose of this paper is to define and highlight briefly the main characteristics of NTBFs, and to point out the level of cooperation between small and large firms in the technology sector. It will then evaluate these in the light of the Mobile Phone sector. The influence of governments on small innovative companies will also be considered. This paper will start out with a definition of NTBFs in chapter two. Chapter three will highlight the five main characteristics of a NTBF that will ultimately...



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