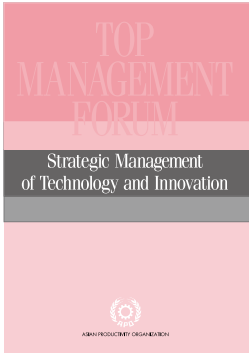




New APO publication



STRATEGIC MANAGEMENT OF TECHNOLOGY AND INNOVATION

APO 47 pp. December 2007

ISBN: 92-833-2379-3 (print edition)

ISBN: 92-833-7063-5 (e-edition)

The Top Management Forum, first held more than 20 years ago, is one of the longest-running APO project series. Since its inception, it has provided a useful platform for gaining practical insights into the business management strategies of successful Japanese companies. The Top Management Forum 2007 took up the theme “Strategic Management of Technology and Innovation” in the traditional venue of Kyoto, 26–28 February 2007.

This publication is a summary of the presentations made at the Top Management Forum 2007 which brought together 35 overseas participants from member countries and 20 local participants. *Strategic Management of Technology and Innovation* comprises a strategy paper and summaries of the presentations made by the distinguished resource speakers at the forum:

- Strategy Paper: The Importance of the Strategic Management of Technology and Innovation to APO Member Countries in the Current Asian Context and the Future, by Atsushi Sunami;
- Capturing the Value from Innovation—Introduction to Our Discussion at the Japan Research Center for TIM-Japan, by Kiyonori Sakakibara;
- Original and Without Compare: Zeon Management Strategy to Maximize Corporate Value, by Katsuhiko Nakano;
- Importance of Practical MOT Human Resources Development and Policy of METI, by Hidehiko Yamachika and Yoshito Goto;
- Working for the Benefit of Society, by Tsukasa Yamashita;
- Effective Collaboration between Major Corporations and Start-ups on Technology Development for Creating New Businesses, by Noboru Maeda;
- Effective and Efficient Technology Management, by Atsushi Abe;
- Denso R&D Management, by Yoshifumi Kato;
- Reforming Japan’s Innovation System, by Atsushi Sunami; and
- Panasonic Global R&D Strategy, by Yoshikuni Hirayama.

Due to the rapidly changing nature of customers’ demand for new products/services and stiff competition in the global market, the management of technology is gaining strategic importance for the firms to lower production costs and maximize the benefits of technological advances, i.e., to achieve innovation. For this reason, many Japanese companies have initiated the practice of strategic management of technology and innovation. The summary presentations provide deep insight into the experience of Japanese enterprises that have been successfully carrying out innovation as an integral part of their corporate strategies and investing in human resources development and R&D to remain competitive in the rapidly changing global economy. This publication is expected to be beneficial to general readers, entrepreneurs interested in the strategic management of technology and innovation, and policymakers in developing countries.

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