



## Kellogg on Technology & Innovation

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## **Kellogg on Technology & Innovation**

The future of business technology

This book examines the exciting new technologies that will soon be entering the workplace. The experts from the Kellogg School of Management offer a uniquely business-oriented approach and perspective on the subject. The editors provide not only an overview of the lure and promise of these domains but also a rich account of the business propositions underlying the commercialization of these efforts. There is also a discussion on alternative business models surrounding each technology as well as on the sources of value creation and those who will benefit from it.

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