



## For the Bookshelf

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**Handbook of Technology Management.** Gerard H. Gaynor, editor. McGraw-Hill, 11 West 19th St., New York, NY 10011, 1996. ISBN: 0-07-023619-4. \$90. *This book is available for loan from the AACF International Library.*

**W**hen attempting to succinctly describe any book, it is common to do an initial cursory glance at its composition, general content, layout, and structure to see if the book is worth the time and effort to review. As I examined this book, it became obvious that there was no way to adequately describe it except in overview terms. The work is large, but not imposing. Written by 46 different authors, most of whom are affiliated with business or engineering programs at major universities, the book is quite a collection of current thought on all aspects of technology management. The editor notes that the book's purpose is to approach technology management using a wide-angle perspective, where important issues and concerns are raised and fundamentals are explained. The editor's focus is on why businesses invest in technology—improved financial performance and to better their competitive position.

The **Handbook** is divided into seven major sections: *Perspectives on Management of Technology; Methodologies, Tools, and Techniques; Education and Learning; The New-Product Process; Managing Management of Technology; Case Histories and Studies*; and an appendix that includes a list of universities that offer programs or coursework.

This book is useful for those who want to grow by examining the current dialogues on technology management. It is useful for both practicing managers and those who want to position their companies in the light of today's operating environment.

While most readers might not have enough time to delve into all of the subjects presented, they should be able to jump from topic to topic and appreciate the many perspectives and

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issues discussed here. It is well-written and nicely edited, and each chapter provides an extensive list of reference articles and books. Sample chapters include *The Corporate Board and the Need for Technology Analysis; Technology, Strategy and Competitiveness; Measuring the Benefits From Managing Technology; Enterprise Engineering in the Systems Age; and Technology Gradient for Global Competitiveness*. The **Handbook of Technology Management** is a practical reference for those seeking insight into this aspect of modern business management.

*The viewpoints expressed in reviews are solely those of the reviewers and do not represent an official standpoint of ACE International. Readers are encouraged to respond. ♦*

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