

# Commercializing New Technologies: Getting from Mind to Market

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Why did the compact disk enjoy explosive growth while a synthetic substitute for leather succumbed to abandonment just a few years after launch? This book offers a way to take the guesswork out of technology commercialization and improve return on investment made in research. Drawing on dozens of examples from companies around the world, including 3M, Sony, Sandoz, and EMI, Jolly highlights both successful and unsuccessful attempts at commercializing technology and makes the case for a new and integrated approach to R&D management based on specialization by stage rather than by function. For anyone interested in bringing new ideas to market, this book could mean the difference between seeing those innovations languish on the drawing board and achieving commercial success.

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**Pam Boyd:**

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