

**Order form** by fax: 0049/30/25 00 85 275

by e-mail: Vertrieb@ESVmedien.de:

To:  
Erich Schmidt Verlag GmbH & Co. KG  
Genthiner Str. 30 G

Germany

From:

10785 Berlin

\_\_\_\_\_  
Date/Signature

Copies.

## Technology Assessment

### Forecasting Future Adoption of Emerging Technologies

Edited by Tugrul Daim, Nathasit Gerdri, Nuri Basoglu

2010, with illustrations. 242 pages, softcover,  
USD 98,00 / GBP 63,00, ISBN 978-3-503-12675-0  
Operations and Technology Management Band 10

Erich Schmidt Verlag

Warengruppe: 1783

Zielgruppen: Logistiker; Führungskräfte in Industrieunternehmen; Unternehmensberater  
logisticians; members of industrial enterprises; management consultants

**About this book:** Understanding the technology dynamics is a required capability in today's technology driven industries.

This volume, edited by Tugrul Daim, Nathasit Gerdri and Nuri Basoglu, focuses on three areas Technology Assessment, Technology Forecasting and Technology Diffusion. It shows:

- an introduction to different types of assessment methods and applications from different sectors including energy, healthcare and communications

- technology forecasting and foresight and a review of conventional and emerging methods
- the diffusion of technologies by exploring adoption of products and services from different sectors

This book provides central insights into Technology Assessment.

#### Payment details:

We accept the following credit cards: VISA, MasterCard, American Express.

Delivery will be made after advance payment. For immediate delivery please supply your e-mail address or fax so we can send a copy of invoice. Thank you!

#### Customer information:

\_\_\_\_\_  
e-mail address

\_\_\_\_\_  
fax

We will pay by:

VISA

MasterCard

American Express