

# Management of Technology

## Management of Technology

07



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- Management of Technology
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- WONKWANG University

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- 01. Management
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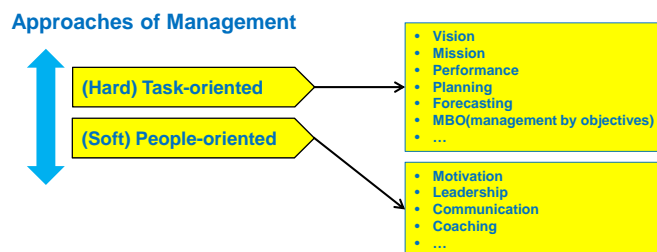
## 01. Management

- Management
  - = The process of getting things done with and through others
  - = Goal proposition and its practice by not me but others



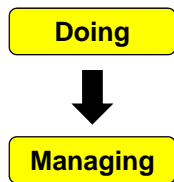
## 01. Management

- Approaches of Management



## 01. Management

- Changes of Role and Action

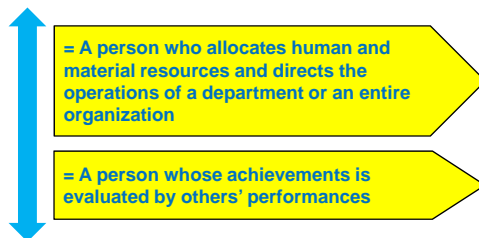


<http://www.atmarkit.co.jp>

## 01. Management

- Manager

Manager



## 01. Management

- The Right of Management

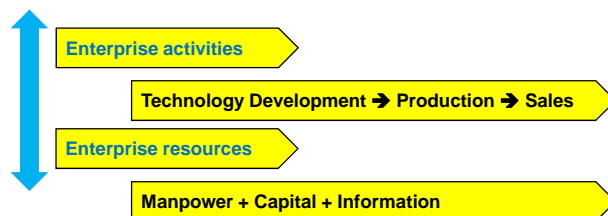
The Right of Management



## 01. Management

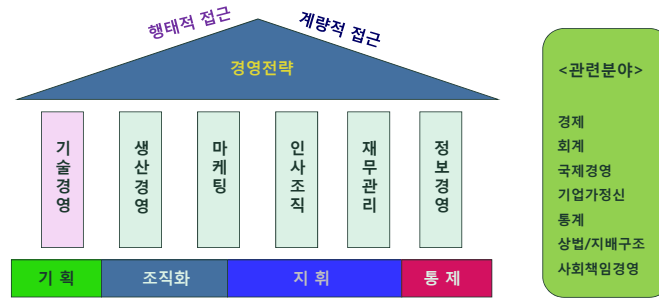
- Factors of Management

Factors of Management



## 01. Management

- House of Management

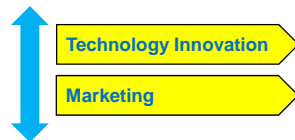


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## 02. Enterprise Competitiveness

- Sources of Enterprise Competitiveness

### Sources of Enterprise Competitiveness



Peter Drucker

The business enterprise has two and only two basic functions:

- Marketing (value capturing)
- Innovation (value creation).

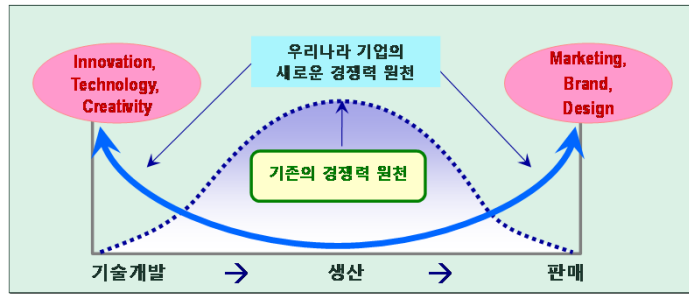
Marketing and innovation produce results;

- All the rest are costs.



## 02. Enterprise Competitiveness

- Smile Curve
  - = Movement of sources of enterprise competitiveness

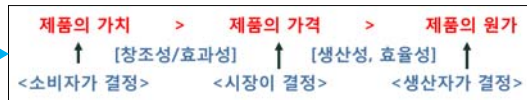


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## 02. Enterprise Competitiveness

- Survival Inequation

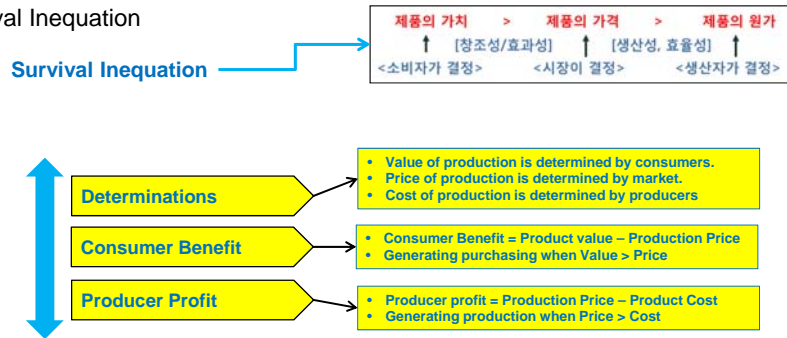
Survival Inequation



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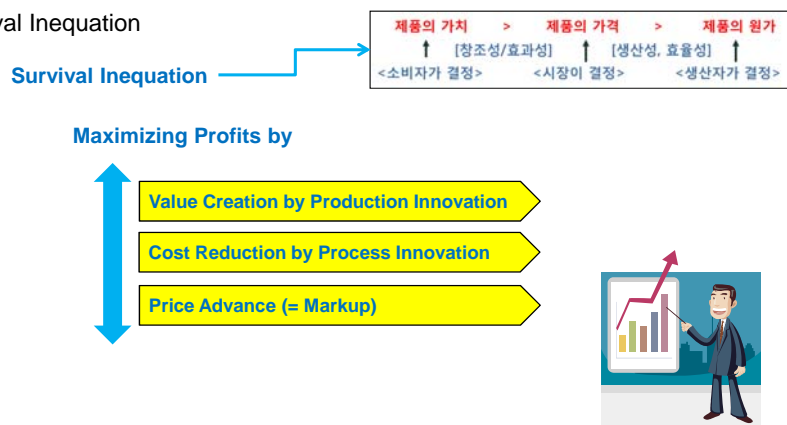
## 02. Enterprise Competitiveness

- Survival Inequation



## 02. Enterprise Competitiveness

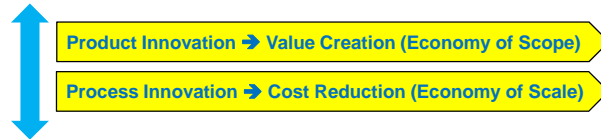
- Survival Inequation



## 02. Enterprise Competitiveness

- Roles of Technology Innovation

### Roles of Technology Innovation



<http://blog.naver.com/gojump0713>