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## Linking Business Strategy to Technology Strategies: A Prerequisite to the R&D Priorities Determination

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**Abstract:** Choice of priorities in technology development is an important prerequisite to any R&D program (including R&D collaboration). The strategic management of technology is described as an approach which helps to link business strategy to technology strategy, and allows then to rank R&D subjects priorities in coherence with firm overall strategy. Some strategy analysis models are assessed to show how this problem is incorporated and dealt with in the management literature. Then, the need of an integrated approach is pointed out, and an analytical method is developed to help firms in selecting their priorities in technology development and the way of investment on them. Finally, the usefulness of the proposed method is illustrated through its application to a French company.

**Keywords:** Strategic Management of Technology, Business & Technology Strategies, Technology Portfolio Analysis, R&D Projects Priority.

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