DESCRIPTION

The majority of existing innovation textbooks either discuss innovation in an all to general way or lean towards a general management or technology perspective. This book combines the fields of marketing and innovation management, acknowledging that marketing plays an important and proactive role in radical product, brand and market innovation processes. Structured around two key themes – ‘Knowledge, Processes and Capabilities for Market Creation’ and ‘Co-Creation of Meaningful Experiences with Customers’, this book fills an important gap in the market.

ABOUT THE AUTHOR

Karin Tollin is associate professor of Marketing at the Department of Marketing, Copenhagen Business School, and programme director of the MSc programme Strategic Market Creation. Her main research falls in the areas of product innovation and knowledge and brand management, with a special focus on top managers’ mindsets for innovation and on marketing’s role for firms’ innovation capability. She has published on these issues in international books and journals.

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FEATURES

• Fills an important gap on the subject of marketing and innovation

• Shows the reader how to take a marketing perspective on radical innovation management

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