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.

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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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