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| Edizione                | [1st ed. 2016.]   |
| Descrizione fisica      | 1 online resource (274 p.)  |
| Disciplina              | 658.514   |
| Soggetti                | Technological innovations<br>Industrial organization<br>Strategic planning<br>Leadership<br>Management<br>Experimental economics<br>Entrepreneurship<br>New business enterprises<br>Innovation and Technology Management<br>Organization<br>Business Strategy and Leadership<br>Experimental Economics  |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Description based upon print version of record.   |
| Nota di bibliografia    | Includes bibliographical references and index.  |
| Nota di contenuto       | Cover; Making Innovation Last: Volume 1; Contents; List of Tables; List of Figures; Foreword; Preface and Acknowledgments; 1: Introduction; 1.1 Innovation and performance; 1.2 Book philosophy and outline; References; Part I: Understanding Innovations; 2: Assessing Innovations from the Technology Perspective; 2.1 Innovations as subsystems or modules; 2.2 Locus of innovation: core versus peripheral innovations; 2.3 Innovation types: modular, generational, and architectural; 2.3.1 Modular innovations; 2.3.2 Generational innovations; 2.3.2.1 |

Generational consolidation

2.3.2.2 Generational expansion2.3.3 Architectural innovations; 2.4 Innovation characteristics; 2.4.1 Incremental versus radical innovations; 2.4.2 Competence-enhancing versus competence-destroying innovations; 2.4.3 New competence acquisition innovations; 2.5 Product versus process innovations; 2.6 The interrelated effects of the technological dimensions of innovation; 2.6.1 Economic and organizational radicalness; 2.6.2 Architectural and competence-enhancing/destroying innovations; 2.6.3 Peripheral and competence-enhancing innovations; 2.6.4 Innovation radicalness and competence destroying 2.6.5 Competence enhancing and new competence acquisitionNote; References; 3: Assessing Innovations from the Market Point of View; 3.1 The consumer's perception of innovation; 3.1.1 Customer's perception of product or service newness; 3.1.2 Innovativeness as a personality trait; 3.2 Rogers's innovation characteristics; 3.2.1 Relative advantage; 3.2.2 Compatibility; 3.2.3 Trialability; 3.2.4 Observability; 3.2.5 Complexity; 3.3 Perceived risk; 3.4 Measures of innovation characteristics; 3.5 The relationships among innovation characteristics 3.6 Serving the needs of existing customers versus new customers3.7 Bringing together technology and marketing perspectives; 3.7.1 Combining dimensions; 3.7.2 Industry evolution and dominant designs; Notes; References; Part II: Organizational Context for Innovations; 4: Strategic and Market Orientations; 4.1 What are the key strategic orientation choices and their effects on innovation?; 4.1.1 Market orientation; 4.1.1.1 The implementation of the marketing concept; 4.1.1.2 A complex multidimensional concept; 4.1.1.2.1 Customer orientation; 4.1.1.2.2 Competitor orientation 4.1.1.2.3 From market orientation to stakeholder orientation4.1.2 Market orientation and innovation; 4.1.2.1 Does customer orientation improve the firm's ability to innovate?; 4.1.2.2 Does market orientation improve product radicalness?; 4.1.2.3 Does market orientation lead to greater innovation success?; 4.1.3 Alternative strategic orientations; 4.1.3.1 Technology orientation; 4.1.3.2 Production orientation; 4.1.3.3 Selling orientation; 4.1.3.4 Entrepreneurial orientation; 4.2 Market orientation and innovation: contingencies and explanatory mechanisms 4.2.1 Environmental and organizational contingencies

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## Sommario/riassunto

Making Innovation Las t considers the long term success of a firm. Authored by a trio of top international scholars who present pioneering new work on what it takes to create long term growth, the book examines the internal conditions that are likely to encourage sustainable innovation, as well as what a culture of innovation should look like.

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