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| 1. Record Nr. | UNINA9910254942303321 |
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| Titolo | Making Innovation Last: Volume 2 : Sustainable Strategies for Long Term Growth / / by Hubert GATIGNON, David Gotteland, Christophe Haon |
| Pubbl/distr/stampa | London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2016 |
| ISBN | 9781137572646 1137572647 |
| Edizione | [1st ed. 2016.] |
| Descrizione fisica | 1 online resource (477 p.) |
| Disciplina | 658.514 |
| Soggetti | Technological innovations Strategic planning Leadership Industrial organization Entrepreneurship New business enterprises Management Experimental economics Innovation and Technology Management Business Strategy and Leadership Organization 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 2; Contents; List of Tables; List of Figures; Foreword; Preface; Part III Organizational Processes for Innovations; 7 New Product Teams; 7.1 Staffing new product development teams; 7.1.1 Types of diversity; 7.1.1.1 Functional/background diversity; 7.1.1.2 Tenure diversity; 7.1.2 Expected benefits from diversity; 7.1.2.1 Expertise integration; 7.1.2.2 Extended informational network; 7.1.2.3 Interfunctional coordination; 7.1.3 Side effects of diversity; 7.1.3.1 Hindrance to collaboration; |

7.1.3.2 Decision complexity; 7.1.4 Measurement of diversity
7.1.4.1 Basic measures7.1.4.2 Generalized variance and entropy; 7.2 Managing new product development teams; 7.2.1 Team leadership; 7.2.1.1 Transactional leadership behaviors; 7.2.1.2 Transformational leadership behaviors; 7.2.1.3 Leader power and influence; 7.2.2 Fostering collaborative relations among team members; 7.2.2.1 Interpersonal relationships and communications; 7.2.2.2 Conflict management; 7.2.3 Rewarding team members; 7.2.3.1 How to reward team members; 7.2.3.2 When to reward team members; Notes; References; 8 Getting the Customer Involved
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8.2.2.1 What are the antecedents of consumer creativity?8.2.2.2 What are the antecedents of creative consumption?; 8.2.2.2.1 Individual factors; 8.2.2.2.2 Environmental factors; 8.3 Customer involvement as a worker; 8.3.1 What is customer involvement as a worker?; 8.3.2 Mass customization of products and services; 8.3.2.1 What are the benefits of mass customization?; 8.3.2.2 Configuring a self-design system; 8.3.2.2.1 Increasing product utility; 8.3.2.2.2 Decreasing self-design complexity.; 8.3.3 The lead user approach; 8.3.3.1 Who are lead users?; 8.3.3.1.1 Lead users as innovators.
8.3.3.1.2 From lead users to leading-edge status.8.3.3.1.3 Lead users and related constructs.; 8.3.3.2 What are the benefits of involving lead users in the innovation process?; 8.3.3.2.1 Does involving lead users increase product commercial attractiveness?; 8.3.3.2.2 Does involving lead users increase product innovativeness?; 8.3.3.3 The practical implementation of the lead user method; 8.3.3.3.1 Identification of lead users; 8.3.3.3.2 Metrics for leading-edge status.; Notes; References; 9 Fostering Creativity in the Organization; 9.1 Drivers of creativity in the organization
9.1.1 Defining and measuring organizational creativity

Sommario/riassunto

Making Innovation Last 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.
