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Titolo	Value Chain Marketing : A Marketing Strategy to Overcome Immediate Customer Innovation Resistance // by Stephanie Hintze
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Soggetti	Marketing Management Industrial management Computer simulation Innovation/Technology Management Simulation and Modeling
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Livello bibliografico	Monografia
Note generali	"Doctoral thesis, Hamburg University of Technology, 2014"--T.p. verso.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Focus and Scope: Introduction -- Conceptual and Methodological Foundation: Dealing with Value Chains -- Marketing Supplier Innovations -- Research Design and Methodology -- Qualitative Studies: Pilot Study -- Case Study -- Computational Modeling: Agent-Based Simulation Study -- Integrating Findings: Discussion of Findings -- Conclusions -- Appendix: Details - Pilot Study -- Details - Case Study -- Details - Agent-Based Simulation Study.
Sommario/riassunto	Value Chain Marketing (VCM) is a promising strategy to overcome immediate customers' innovation resistance. By pursuing VCM, material suppliers enlarge their target group beyond their immediate customers and address their downstream customers as well. Treading on relatively unexplored grounds, this book explores the relevance of VCM and comprehends its process; identifies the critical factors for suppliers' marketing success, and compares the performance of VCM trials, using

a multi-method design linking case study research and computational modeling.
