

1. Record Nr.	UNINA9910698285803321
Autore	Stewart Derek B
Titolo	Questions for the Record related to DOD's Personnel Security Clearance Program and the government plan for improving the clearance process [[electronic resource]]
Pubbl/distr/stampa	Washington, DC : , : U.S. Government Accountability Office, , [2006]
Descrizione fisica	5 pages : digital, PDF file
Soggetti	Security clearances - Government policy - United States Employee screening - Government policy - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed on Mar. 29, 2006). Author: Derek B. Stewart. "January 17, 2006." Paper version available from: U.S. Government Accountability Office, 441 G St., NW, Rm. LM, Washington, D.C. 20548. "GAO-06-323R."
Nota di bibliografia	Includes bibliographical references.

2. Record Nr.	UNINA9910298519703321
Titolo	Adoption of Innovation : Balancing Internal and External Stakeholders in the Marketing of Innovation // edited by Alexander Brem, Éric Viardot
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-14523-1
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (230 p.)
Disciplina	330 658.4092 658.8 658514
Soggetti	Marketing Management Industrial management Leadership Innovation/Technology Management Business Strategy/Leadership
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.
Nota di contenuto	Adoption of Innovation - Balancing Internal and External Stakeholders in the Marketing of Innovation -- Corporate Prediction Markets for Innovation Management -- Innovations in Consumer Science: Applications of Neuro-Scientific Research Tools -- Social Cognitive Theory and the Technology Acceptance Model in the Cloud Computing Context: The Role of Social Networks, Privacy Concerns and Behavioural Advertising -- Customer Co-Production and Service Innovation Characteristics: A Conceptual Argument -- Building Innovative Competitive Advantage in the Mind of Customers -- Institutions and Collaborative Innovation -- Organizing Open Innovation for Sustainability -- Visions and Radical Innovation: A Typology -- Innovating the Business Model: The Case of Space -- Real Options Reasoning and Innovative Performance in the Context of Dynamic Capabilities -- Uncovering Driving Forces for Better Product Innovation:

Have Russian Firms Learned to Balance the Focus on Internal and External Partner?.

Sommario/riassunto

This edited volume brings together academics from both innovation and marketing fields to explore the additional value for companies that can be generated with the innovations in marketing and the marketing of innovations. If ideas need to reach the marketplace, then marketing strategies, concepts and tools - such as the continuous development of new product and services - become vital for their success. On the other hand, marketing management is influenced by innovation as illustrated by the way social media and Internet have revolutionized the traditional marketing-mix. Such linkages between innovation and marketing research need to be much stronger as companies have to convince internal and external stakeholders to achieve successful innovation strategies. State-of-the-art research output from different perspectives would suit the needs of a researcher as well as the company CEO alike.
