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Altri autori (Persone)	BiemansWim WoodsideArch G
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Nota di contenuto	Contents; Managing relationships, networks, and complexity in innovation, diffusion, and adoption processes; The entrepreneurial role of innovative users; Opening up decision making: making sense of entrepreneur and reseller business-to-business strategies; Transforming partner relationships through technological innovation; Advancing hermeneutic research for interpreting interfirm new product development; Modeling innovation, manufacturing, diffusion and adoption/rejection processes; Executive summary and implications for managers and executives; Call for papers; Note from the publisher
Sommario/riassunto	While several NPP researchers identify key success factors(KSFs) for high performance (e.g. Cooper, 1998; Hart, 1993;Montoya-Weiss and Calantone, 1994), their reviews andempirical studies demonstrate that certain independentvariables labeled KSFs associate positively with high versuslow new product performance (NPP) - high NPP occurs for a number of launches in the absence of one or more KSFs.However, each of the identified KSFs is neither necessary norsufficient for high NPP; a number of cases occur in the empirical studies that these

studies report showing the highNPP occurs in the absence of

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