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Disciplina	658.575
Soggetti	Technological innovations Marketing research Business intelligence Consumer behavior Innovation and Technology Management Market Research and Competitive Intelligence Consumer Behavior
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	1. Introduction -- 2. The Challenge of Product Innovation -- 3. Managing Product Innovation: A Framework -- 4. Intelligence: Uncovering Innovation Opportunities Through Customer Involvement -- 5. Searching for Innovation Opportunities: Idea Generation and Technology Development -- 6. Product Development: Managing Uncertainty and Knowledge Integration -- 7. Creating the Project Value Proposition -- 8. Organizing Development Projects: Structural Choices and Planning Approaches -- 9. Managing the Development Portfolio -- 10. Product Innovation and Business Models.
Sommario/riassunto	This book offers new insights into the complex set of activities and decisions of product innovation management. It provides concepts, methods, and tools that can help accelerate the introduction of successful products to the market in an increasingly competitive and changing business landscape. It also offers examples and case studies, and it is the result of more than 20 years of study, research, and consulting carried out by the two authors in the field of innovation

management. The book discusses the demanding challenges of product innovation and offers practitioners guidance on how to respond to these challenges. It presents a three-level framework (the “innovation pyramid”), which reflects the core components of a firm’s innovation capability: first, intelligence - absorbing information and knowledge from the outside world by looking beyond the familiar territories of the current market, technology, and customers; second, discovery - exploring opportunities for innovation through creative ideation and technology experimentation; and third, development - transforming opportunities into profitable new products and services. .

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