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Nota di contenuto	Delivering People and Planet-friendly Innovations -- Unveiling Hidden Opportunities -- Locating Profitable Markets -- Defining Sustainable Growth Strategies -- Optimizing the Product Portfolio -- Building a Visionary Innovation Roadmap. .
Sommario/riassunto	The book shares a cutting-edge approach to innovation strategies and product innovation by showing how advances in management and science can now help explain and predict innovation response and market outcomes across industries (health, cosmetics, food, leisure, insurance, automotive). A comprehensive review of the latest breakthroughs - from behavioral science to sustainable practices - sheds a new light on product innovation management allowing brands and teams to develop daring yet low-risk innovation strategies, while increasing their positive impact on people and planet. Readers will particularly benefit from the self-paced online video-based learning modules provided with the innovative Book+Course format.