

1. Record Nr.	UNINA9910812335103321
Titolo	Managing relationships, networks, and complexity in innovation, diffusion, and adoption processes // guest editors Arch G. Woodside and Wim Biemans
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2005
ISBN	1-280-50974-0 9786610509744 1-84544-842-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (69 p.)
Collana	Journal of business & industrial marketing ; ; v. 20, no. 7
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Disciplina	658.4062
Soggetti	Industrial management Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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 anumber 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

