

1. Record Nr.	UNINA990008656060403321
Titolo	Arata e Ravenna : opere e progetti nella città di Corrado Ricci / a cura di Paolo Bolzani ; con un saggio introduttivo di Fabio Mangone ; testi di Emilio Roberto Agostinelli ... [et al.]
Pubbl/distr/stampa	Ravenna : Longo editore, 2008
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Titolo	Product innovation toolbox : a field guide to consumer understanding and research // edited by Jacqueline Beckley, Dulce Paredes, Kannapon Lopetcharat
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Altri autori (Persone)	BeckleyJacqueline H ParedesMaria Dulce LopetcharatKannapon
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Nota di contenuto	Product Innovation Toolbox: A Field Guide to Consumer Understanding and Research; Contents; Contributors; Acknowledgments; Introduction: From Pixel to Picture; Scoping the innovation landscape; How this book is organized; Part I; Part II; Part III; References; PART I STARTING THE JOURNEY AS A CONSUMER EXPLORER; 1 Setting the Direction: First, Know Where You Are; 1.1 Roles in the corporation - the dance of the knowledge worker; 1.2 Insights leader - learning on the job versus learning in school; 1.3 Being the authentic you; 1.4 What should you read? 1.5 What else do you need to do to prepare to be an insight leader?1.6 Dealing with management and your clients; 1.7 Guidelines to success; 1.8 Reporting results; 1.9 Do not "winstonize"; 1.10 Making it public - helpful hints to grow from student to professional; 1.11 The two types of professionals in the world of evaluating products (and studying

consumers); 1.12 Knowing your limits and inviting others in; 1.13 The bottom line - what's it all about?; References; 2 The Consumer Explorer: The Key to Delivering the Innovation Strategy; 2.1 You as a brand

2.2 The roles of the Consumer Explorer 2.3 Taking the lead; 2.4

Practical advice from seasoned Consumer Explorers; References; 3

Invention and Innovation; 3.1 Invention and innovation; 3.2 The steam engine: Watt and Boulton; 3.3 Nike: Bowerman and Knight; 3.4 The US Navy: Scott and Sims; 3.5 Consumer-perceived benefits: Coffee, beer and cigarettes; 3.6 Extensibility: Is there a limit to it?; 3.7 Innovation in scaling intensities and emotions; 3.8 Scaling intensities; 3.9 Scaling emotions (hedonics); 3.10 Final remarks; References; 4 Designing the Research Model

4.1 Factors influencing product innovation 4.2 Setting up a successful

product innovation program; 4.3 Current approach to new product

development; 4.4 Iterative qualitative-quantitative research model;

References; 5 What You Must Look For: Finding High Potential Insights;

5.1 What is an insight?; 5.2 What is an "ownable" insight?; 5.3 How to

develop high potential insights; 5.4 Behavior: The basis for all insights;

5.5 Attitudes and needs: The explanation for behavior; 5.6

Demographics and lifestyles: The personal connection; 5.7 Making

insights ownable; 5.8 Summary; References

PART II RESEARCH TOOLS OF THE CONSUMER EXPLORER 6 Tools for Up-

Front Research on Consumer Triggers and Barriers; 6.1 Understanding

Consumer Languages; 6.1.1 Consumers do not understand these

technical words, so what should we say about our new products?; 6.1.2

How to select a method; 6.1.3 Free elicitation and Zaltman metaphor

elicitation technique; 6.1.4 Laddering interview; 6.1.5 Potential

problems when applying laddering interview in practice; 6.1.6 Kelly's

repertory grid and flash profiling; 6.1.7 Summary and future;

References; 6.2 Insights Through Immersion

6.2.1 The power of immersive experience

Sommario/riassunto

Product Innovation Toolbox: A Field Guide to Consumer Understanding and Research brings together key thought-leaders and seasoned consumer researchers from corporate R&D, academia and marketing research companies to share their experiences, cutting edge consumer research tools and practical tips for successful and sustainable product innovation. This is an essential resource for product developers, marketers and technologists who want to implement consumer-centric innovation and are responsible for designing product-testing strategies from upfront innovation to support new product devel
