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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.]

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2.

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Altri autori (Persone)	BeckleyJacqueline H
	ParedesMaria Dulce
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Disciplina	658.8/3
Soggetti	New products
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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

| 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 |