

1. Record Nr.	UNINA9910972132403321
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Titolo	The fast path to corporate growth : leveraging knowledge and technologies to new market applications / / Marc H. Meyer
Pubbl/distr/stampa	Oxford ; ; New York, : Oxford University Press, 2007
ISBN	0-19-988454-4 0-19-803994-8 9786611156787 1-4356-0537-3 1-281-15678-7
Edizione	[1st ed.]
Descrizione fisica	1 online resource (337 p.)
Disciplina	658.4
Soggetti	Success in business Creative ability in business New products - Management Business planning Marketing research Market segmentation Corporations - Growth
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	IBM rises from the ashes -- A framework for action -- Segmenting markets for growth -- Understanding user needs -- Creating design concepts, prototyping, and validating design choices -- How Honda innovates -- Product line and platform development -- Honda's Element comes to life -- Business model innovation -- New brand and product line development at Mars -- Making the business case -- Executive decision making -- Leading teams to growth.
Sommario/riassunto	Every company can point to a growth strategy. Few, however, systematically implement it; instead, they tweak current products with incremental innovations, or attempt to buy growth through acquisitions. Neither is a satisfactory solution. Internally generated growth accomplished through product line renewal and new service

development is essential to the long-term vitality of business across industries. The Fast Path to Corporate Growth takes on the challenge large corporations have in developing new product lines that address new market applications and provide new streams of revenue.

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