

WIN IN INNOVATION: PHILIP KOTLER. MARKETING MANAGEMENT AND RECYCLING(CHINESE EDITION)



paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: December 2012 Pages: 280 Language: Chinese in Publisher: Shanghai University of Finance and Economics Press How can become more innovative? How can more systematically to find new ideas? How can new ideas into successful products or services? Most companies in the innovation process stage - hurdles (stage-gate) method: idea screening. concept development and testing. marketing strategy development. business analysis. product development. market testing and commercialization. Typically. the innovative control of the project will be transferred from one team to another team. the end result is often significant differences between the original idea. Win in innovation: Philip Kotler. marketing management and recycling more to look at the innovation process from the perspective of cooperation. Kotler give more consideration to the team and the role. rather than the stage. the various stages of the innovation process is the result of the interaction of the project participants. Book first role in the innovation process is the result of the interaction of these roles. Innovation requires a lot of back and forth. back to the original idea. to give up this idea. consider this idea again. to modify. to find out more information. designed to recognize that this design is not the best. re-design . AF model is not a process of innovation. but in recent years found Kotler innovative best practices in several key roles. Kotler believes that the company should innovate. you must define these roles. and designated these roles. and then determine the objectives. resources and deadlines and allow them to freely interact. establish their own process. The innovation process will be formed in the process of interaction of the above roles. Role in the process of...



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