

New Products Management

11th Edition



Merle Crawford
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ECKM2010-Proceedings of the 11th European Conference on Knowledge Management Eduardo Tomé, 2010

EBOOK: Marketing: The Core KERIN, 2017-01-26 EBOOK Marketing The Core *Sustainable Business Management* Dietmar Ernst, Ulrich Sailer, Robert Gabriel, 2023-03-27 This comprehensive textbook gives an insight into all relevant aspects of business administration as they are all subject to fundamental changes due to the transformation to a more sustainable economy It starts with the background on sustainability and the scientific classification of sustainable business

administration Next it sheds light on the boundary conditions regarding environmental economics and social responsibility The next section deals with management functions from strategy and international management to change management legal implications and HR management The last part focuses on value creation Here the authors shed light on the influence of sustainability in all areas of the corporate value chain from procurement on to production and ending with marketing and sales Also addressed are expert functions such as environmental management or sustainable product design which are essential in driving sustainable innovation in a dynamically changing environment

Consumer Behaviour Robert East, Jaywant Singh, Malcolm Wright, Marc Vanhuele, 2016-11-26 Extending beyond a basic psychological approach to Consumer Behaviour this text provides an empirical understanding of the subject and will be of particular appeal to those of the Ehrenberg Bass tradition and those who view Marketing as a science The third edition maintains a strong focus on the use of research helping students to develop analytical and evidence based thinking in marketing and to take into consideration not just the individual but also the marketing environment New examples and research findings have been included with special attention paid to the digital environment including online consumer behaviour and research Suitable for upper undergraduate and postgraduate students taking courses in consumer behaviour as well as doctoral candidates with a focus on consumer behaviour

Frugal Innovation Adela J. McMurray, Gerrit A. de Waal, 2019-11-28 Customers are increasingly seeking low cost high quality or what is known as frugal products that meet the buyer's needs while reducing the associated cost of ownership This book examines the developing principles and theories of frugal innovations across the globe The authors identify frugal innovation FI using a multi method approach to data analysis They argue that the concept of frugality as a societal ethical value has undergone several changes and propose a differentiated model of frugal innovations They address frugal innovations that have never been accessible to the public Hands on case studies across various industry sectors and countries supported by theory provide multiple learning opportunities The authors explore the relationship between FI and digitalisation and technology and discuss how FI can be applied in the context of contemporary issues such as food security Further they articulate the mechanisms by which FI beliefs and values can be incorporated into organisational culture The final chapters address both ethical and controversial views of frugal innovation The book is a valuable resource for students in business courses for industry professionals wanting to improve their triple bottom line and for educators wanting to influence and change the mindsets of the younger generations to effectively deal with today's and tomorrow's challenges

Global Trends in Technology Startup Project Development and Management Srikanta Patnaik, Vincenzo Pallotta, Kayhan Tajeddini, 2023-10-13 Innovative ideas provide solutions to problems that creators are passionate about which stimulates the decision of technology based company creation This book explores the fundamental elements and economic valuation of technology based startups and their immediate ecosystems It covers all the phases and the required competencies for technological startup creation and development This book also provides a comprehensive

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Developing New Products and Services Lawrence Sanders, 2011-10-14 This book will focus on the up front activities required for product and service differentiation the learning methodologies that contribute to arriving at that differentiation and the role that technology plays in implementing the process The book will show how technology factors into such entrepreneurial activities as engaging in business planning and utilizing creativity and innovation and how creative innovation in turn is achieved and enhanced through an understanding of two different modes of learning learning about and learning by doing A successful product introduction depends on an efficient supply chain a strong brand and the ability of a manufacturer or provider to differentiate it successfully in the marketplace New Product and Services Development demonstrates how differentiation this last critical component can be secured by the strategic use of technology and by engaging in two key learning methodologies

Services Marketing: Rao, 2011 The second edition of Services Marketing with an enhanced conceptual foundation meets this requirement of students managers and marketing professionals The enhanced pedagogy and coverage in this edition in conjunction with the lucid and pithy style of the author make this book perfect for students of business administration commerce and management

Fundamentals of Collection Development & Management Peggy Johnson, 2004 Taking a fresh approach this comprehensive guide outlines the step by step process of collection development and management Expert librarian Peggy Johnson offers tips for organizing and staffing conceiving policy and creating budgets and developing marketing and evaluating collections

Nachhaltige Betriebswirtschaft Dietmar Ernst, Ulrich Sailer, Robert Gabriel, 2021-08-09 Die Anforderungen einer nachhaltigen Entwicklung stellen unsere Welt vor gro e Aufgaben und die traditionelle Betriebswirtschaftslehre vor neue Herausforderungen Oftmals werden nur Teilaspekte nachhaltigen Wirtschaftens beleuchtet dieses Buch stellt hingegen einen ganzheitlichen Ansatz einer nachhaltigen Betriebswirtschaftslehre vor das N rtinger Modell Im Kontext planetarer Grenzen und gro er gesellschaftlicher Probleme in globalen Lieferketten muss unternehmerische Wertsch pfung neu gedacht werden kommt neue Verantwortung mit neuen Aufgaben auf das Management zu Unweigerlich m ssen alle Unternehmensfunktionen Nachhaltigkeit in den Kern ihres Handels aufnehmen Wie das m glich ist zeigt dieses Buch in aller Aus hrlichkeit von der Strategie bis hin zu allen prim ren und sekund ren Wertsch pfungsaktivit ten von Unternehmen Somit wird den Leser innen ein ganzheitliches Verst ndnis einer neuen nachhaltigen Betriebswirtschaft vermittelt Das Buch richtet sich neben Studierenden der BWL an alle die sich mit nachhaltiger Betriebswirtschaft grundlegend auseinandersetzen m

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