



Innovation in Marketing (Cim Professional Development Series)

Peter Doyle, Susan Bridgewater

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Innovation in Marketing is a unique collection of empirical material describing both systems innovation and the launch of new products.

This ranges from the development of new high tech items such as the Organiser from Psion, to the transfer of a major brand such as Virgin Direct to a new market. Based on this the authors have developed a clear analytical model for managing innovation with a marketing perspective.

Doyle and Bridgewater illustrate the key themes using case materials and the entirely new new work it contains on the linkage between innovation and shareholder value. This gives the student and professional a new decision making perspective. The key themes that structure the book are: Marketing and innovation - the model, innovation and strategy, marketing strategies and shareholder value, best practice in innovation management, effectiveness in innovation.

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