

Creating Innovative Products And Services Creating Innovative Products And Services

Thomas Davenport, Jeanne Harris

Creating Innovative Products And Services Creating Innovative Products And Services:

Creating Innovative Products and Services Gijs van Wulfen, 2016-05-13 Really new products and services are scarce yet the need for them is huge That s why Innovation is an important managerial instrument but many of us struggle with how to approach it Gijs van Wulfen's Creating Innovative Products and Services is an essential read for anyone involved in new product or service design brand development new business development or organizational development because it unfuzzies the front end of innovation with practical tools effective checklists and an inspiring innovation route map Gijs van Wulfen explains how to Build a committed ideation team compile a concrete innovation assignment and identify opportunities Explore trends technology and potential customers then choose the most positive opportunities and customer insights to transfer to the next step raise ideas Develop twelve new promising innovative product or service concepts Check the concepts in qualitative research among potential clients and improve them Work the best into a tangible mini business case per product idea and present them for decision making and adoption in the regular stage gate development process The effective 5 step FORTH method presented in this book will jump start your product and service innovations The success of this practical approach is highlighted in a case study of one of the largest insurance companies in The Netherlands Univ VGZ IZA Trias and is suitable for both business to consumer and business to business markets Creating Innovative Products and Services has been written for directors managers advisors and innovation specialists in organisations who are responsible for or involved in product innovation In it you will find practical guidance through every stage Product and Service Design Innovation António Augusto Fernandes, 2022-10-02 This textbook describes strategic product and service planning introducing the concept of innovation Linear models of product development are presented and the product concept and system architecture generation are introduced. The responsiveness of the development process to uncertainty and complexity is covered as well as ways of managing portfolios programmes and projects This textbook results from the author s experience of teaching more than 40 years The methods described in the book have been taught and applied by the students Examples of concept development projects of products and services carried out by the students are described many of them Ashmarina, Jakub Horák, Jaromír Vrbka, Petr Šuleř, 2020-10-10 This proceedings book presents outcomes of the Innovative Economic Symposium 2020 organized by the Institute of Technology and Business in esk Bud jovice V TE in Russia in collaboration with two universities Financial University under the Government of the Russian Federation Moscow and Samara State University of Economics Samara The symposium aims to bring together experts and young scientists in economy management international relations finance marketing and professional education from Asian and European countries to share knowledge and experience and discuss issues related to stable economic development international business entrepreneurship Industry 4 0 cooperation between educational and business structures strategic decision making

and processes of economic globalization and fragmentation The book consists of two parts corresponding to the thematic symposium areas The book content covers two sections stable development in unstable world and globalization and fragmentation forces of the current world economy The main topics included in the book are as follows Where is the world moving to and where is the economy in it Institutionalization of innovations Network architecture of economic relations Competences for the future Smart change management Monetary and fiscal policy development as a factor of economic modernization Role of international trade in the economy globalization Impact of globalization and economic fragmentation on the enterprise s internal environment Financial conditions for entrepreneurship under the economic modernization Impact of scientific and technological progress on globalization and fragmentation of the economy The Smart City and the Co-creation of Value Nobuyuki Tokoro, 2015-11-11 The original point that differentiates this text from otherwise similar texts is that it looks at the building of smart cities from the viewpoint of an interchange of knowledge among companies in different industries or Ba as shared context in motion and emphasizes that the resulting value becomes a source of new corporate competitive advantage In recent years numerous publications have appeared that analyze smart cities from various perspectives including urban planning and administration network theory and innovation However few are academic texts that approach the subject from the viewpoint of corporate competitive advantage against a theoretical background in management studies as this one does This book is the first full scale academic work to analyze smart cities from the viewpoint of corporate competitive advantage Research into corporate competitive advantage includes the positioning and the resource based views with the former focusing on companies external environment and the latter on their internal resources Although these theories foci of attention necessarily differ they both developed as tools for analyzing companies relative merits and their chances of succeeding in the marketplace and they take the common premise that competitive advantage is built through competition among companies In contrast this book sees corporate competitive advantage as arising not through competition but through co creation among companies It differs in its approach from existing theories in thinking that emphasizing co creation over competition enables an analysis that better describes actual conditions when considering smart cities and corporate competitive advantage Put another way when new values arise from attempts to exchange and fuse knowledge expertise and other factors at the ba where companies from different industries collaborate these values are surely brought about through co creation among companies Another point regarding this book s original perspective on competitive advantage is its emphasis on the relationship between the creation of social value and competitive advantage The question of the extent to which socially useful values can be created in the markets of the 21st century is closely linked to corporate competitive advantage. The issues of building smart cities and corporate competitive advantage. are themes that this perspective can firmly grasp This book intends to take up three different projects from among the smart city building developments taking shape in Japan and undertake case studies based on the theoretical framework outlined

above The central themes will analyze the mechanism of co creation among companies and the relationship of created value to competitive advantage This analysis aims to demonstrate one model relating to corporate competitive advantage in the Servitization in Industry Gunter Lay, 2014-06-13 This book summarizes the interim result of the servitization activities in manufacturing industries While the early literature on servitization tended to stress only its advantages more recently scholars have also started to refer to the challenges associated with servitization This book attempts to give a balanced picture of servitization The book is structured in four parts Part I introduces the topic by presenting the most recent academic discussion about servitization and uses an empirical analysis to show the degree of servitization across Europe The results of this analysis are then compared to the discussion in the literature This comparison highlights the existing discrepancies between the rather euphoric literature and the more skeptical practical experience. The second and third parts attempt to explain these discrepancies by taking as a starting point the assumption that servitization recommendations have to consider the heterogeneity of the manufacturing sector and the capabilities of the provider Part II presents articles which analyze the specific characteristics of different sectors with their barriers and potentials and presents frameworks for a successful servitization of the core sectors in European manufacturing industries which include e.g. aeronautics automotive ICT chemical industries pulp and paper industries and different engineering sectors Part III focuses on companies capabilities which are necessary for successful servitization. These include strategic management marketing organization innovation engineering human resources controlling quality and networks All the contributions in parts II and III add up to a detailed picture of servitization for sectors and functions and indicate the practical implications for enterprises in manufacturing industries The fourth part concludes the book with a chapter summarizing the findings and giving an outlook of servitization in manufacturing industries its challenges and future developments Innovation in the Arts Jason C. White, 2022-08-01 This concise guide aims to increase what we understand by innovation in the arts and identify and support opportunities and strategies for the unique ways in which artists and arts administrators think about engage in and pursue successful innovation in their diverse creative practice Innovations in the Arts are often marginalised from a research perspective in part because of the lack of a sound and compelling theoretical framework to support and explain process distinctions from business and management innovation This book identifies three key concepts art innovation art movement innovation and audience experience innovation supported by formal theory for each concept presented and evidenced through case studies in art history In this way the book enables readers to identify explain and support their innovation efforts as visual literary and performing artists and arts administrators It also explores strategies for pursuing innovation in practice Drawing attention to the unique ways in which artists and arts administrators think about and engage in innovation this readable book will be an essential reading for students in all aspects of the creative and cultural industries and an Proceedings of essential guide to developing and promoting innovation in the arts for practitioners and researchers alike

IAC in Budapest 2021 Group of Authors, 2021-11-25 International Academic Conferences Global Education Teaching and Learning IAC GETL Engineering Transport IT and Artificial Intelligence IAC ETITAI Management Economics Business and Marketing IAC MEBM Handbook of Research on Designing Sustainable Strategies to Develop Entrepreneurial Intention Yanamandra, Ramakrishna, Indiran, Logaiswari, 2023-08-07 The Handbook of Research on Designing Sustainable Strategies to Develop Entrepreneurial Intention is a comprehensive book that addresses the issue of entrepreneurial intention and its development The book highlights the significant role of entrepreneurship in the growth and development of economies and presents a global understanding of entrepreneurial intention It discusses how the seeds of entrepreneurial intention are sown and how a supportive entrepreneurial ecosystem can develop successful entrepreneurs. The book provides insights into the challenges and apprehensions faced by aspiring entrepreneurs This book develops models and frameworks to identify strategies best practices case studies and successful examples from multiple regions to develop entrepreneurial intention among students of higher education It bridges the gap between policies related to the entrepreneurial ecosystem and its implementation to nurture entrepreneurial intention among aspiring entrepreneurs. This book is an essential resource for researchers industry practitioners academicians higher education institutions students policy makers corporate executives banks venture capitalists angel investors and entrepreneurs trying to re enter It is also highly useful for undergraduate graduate and research level students pursuing entrepreneurship education and aspiring to become entrepreneurs Overall the book provides an in depth understanding of entrepreneurial intention and how it can be nurtured to create successful entrepreneurs making it an important reference for anyone interested in entrepreneurship and economic Exploiting Intellectual Property To Promote Innovation And Create Value Joe Tidd, 2017-10-05 There are two growth traditional views of the role of intellectual property IP within the field of innovation management in innovation management research as an indicator or proxy for innovation inputs or outputs e g patents or licensing income or in innovation management practice as a means of protecting knowledge Exploiting Intellectual Property to Promote Innovation and Create Value argues that whilst both of these perspectives are useful neither capture the full potential contribution of intellectual property in innovation management research and practice The management of IP has become a central challenge in current strategies of Open Innovation and Business Model Innovation but there is relatively little empirical work available Theoretical arguments and empirical research suggest that from both an innovation policy and management perspective the challenge is to use IP to encourage risk taking and innovation and that a broader repertoire of strategies is necessary to create and capture the economic and social benefits of innovation This book identifies how intellectual property can be harnessed to create and capture value through exploiting new opportunities for innovation It is organized around three related themes public policies for IP firm strategies for IP and creating value from IP and offers insights from the latest research on IP strategies and practices to create and capture the economic and social benefits of innovation The Role of Innovations

Created in the Internationalization Process for Company Performance Adam Dymitrowski, 2014 It is commonly believed that innovations are crucial in company s activity The significance of the role that is assigned to the issue of innovation is confirmed by numerous scientific research studies that indicate the existence of a link between innovativeness and company performance In terms of the dynamically progressing process of globalization it seems that the relationship between innovation and company performance should be examined in the context of entities participating in international expansion The process of internationalization may influence the creation of innovations by enterprises and at the same time the achieved results Despite many literature publications in the field of economics and management concerning internationalization and innovations there is a small number of publications describing the influence of internationalization on the innovation activities of enterprises in a comprehensive manner Likewise there is no answer to the question on how the innovations created in the process of internationalization influence the results of companies Due to the identification of a substantial research gap this book undertakes an attempt at determining the manner in which internationalization affects the process of enterprises creating innovations and ascertaining their impact on company results The conclusions presented in the book may be used by researchers representing many fields of science and be the subject of interest to the representatives of business practice In addition it is one of the few domestic and foreign studies concerning the innovations created in the process of internationalization The Rules of Attraction Mark Deo, 2009-06-01 Traditional marketing pushes people away Learn the art of attraction Entrepreneurs business owners and marketing managers across all industries are learning the hard way that the platitudes they ve read or heard about attraction based marketing just don't easily translate into their business In the Rules of Attraction the author has assembled 14 precepts which allow marketers to put into practice a new philosophy toward attracting clients winning team cooperation and building a network business affiliates The Rules of Attraction is a practical hands on manual that will assist readers in correctly devising executing and monitoring attraction based marketing strategies It will both shake the foundations of the most experienced marketer as well as serve as a planning guide for the novice After reading this book they will be able to clearly define emerging market needs and systemize the creation and implementation of an attraction based marketing campaign **Green Initiatives for Business** Sustainability and Value Creation Paul, Arun Kumar, Bhattacharyya, Dipak Kumar, Anand, Sandip, 2017-06-19 Sustainability has become an unavoidable topic in modern society In order for sustainable development to be fully achieved it must be integrated into the planning and measurement systems of business enterprises Green Initiatives for Business Sustainability and Value Creation is an essential reference source including the most recent scholarly research on the development and application of green business models for contemporary organizations with a focus on possible contexts and constructs of closed loop supply chain management Featuring extensive coverage on topics such as consumption behavior political economy and structural modeling this book is ideally designed for academicians researchers and professionals

seeking current research on the importance of strategic green business practices Competing on Analytics: Updated, with a New Introduction Thomas Davenport, Jeanne Harris, 2017-08-29 The New Edition of a Business Classic This landmark work the first to introduce business leaders to analytics reveals how analytics are rewriting the rules of competition Updated with fresh content Competing on Analytics provides the road map for becoming an analytical competitor showing readers how to create new strategies for their organizations based on sophisticated analytics Introducing a five stage model of analytical competition Davenport and Harris describe the typical behaviors capabilities and challenges of each stage They explain how to assess your company's capabilities and guide it toward the highest level of competition With equal emphasis on two key resources human and technological this book reveals how even the most highly analytical companies can up their game With an emphasis on predictive prescriptive and autonomous analytics for marketing supply chain finance M A operations R D and HR the book contains numerous new examples from different industries and business functions such as Disney's vacation experience Google's HR UPS's logistics the Chicago Cubs training methods and Firewire Surfboards customization Additional new topics and research include Data scientists and what they do Big data and the changes it has wrought Hadoop and other open source software for managing and analyzing data Data products new products and services based on data and analytics Machine learning and other AI technologies The Internet of Things and its implications New computing architectures including cloud computing Embedding analytics within operational systems Visual analytics The business classic that turned a generation of leaders into analytical competitors Competing on Analytics is the definitive guide for transforming your company's fortunes in the age of analytics and big data **Green Wealth** Simon Grima, Dimitrios Maditinos, Grațiela-Georgiana Noja, Jelena Stankevičienė, Malgorzata Tarczynska-Luniewska, Eleftherios I. Thalassinos, Kesra Nermend, 2025-02-12 Green Wealth examines the financial advantages of implementing sustainable practices in different industries This book aims to contribute to the worldwide discussion on sustainable development and encourage positive change through well defined goals a wide range of topics thorough methodology and practical outcomes

Public Innovation and Digital Transformation Hannele Väyrynen, Nina Helander, Harri Jalonen, 2022-08-09 Public innovation and digitalization are reshaping organizations and society in various ways and within multiple fields as innovations are essential in transforming our world and addressing global sustainability and development challenges This book addresses the fascinating relationship of these two contemporary topics and explores the role of digital transformation in promoting public innovation This edited collection includes examples of innovations that emerge suddenly practices for processing innovations and the requirements for transformation from innovation to the new normal Acknowledging that public innovation refers to the development and realization of new and creative ideas that challenge conventional wisdom and disrupt the established practices within a specific context expert contributions from international scholars explore and illustrate the various activities that are happening in the world of multiple digitalization opportunities The content covers

public administration technical and business management human social and future sciences paying attention to the interaction between public and private sectors to utilize digitalization in order to facilitate public innovation This timely book will be of interest to researchers academics and students in the fields of technology and innovation management as well as knowledge management public service management and administration The Palgrave Handbook of Experiential **Learning in International Business** V. Taras, M. Gonzalez-Perez, 2016-01-03 The Handbook of Experiential Learning In International Business is a one stop source for international managers business educators and trainers who seek to either select and use an existing experiential learning project or develop new projects and exercises of this kind Entrepreneurship and the New Venture Creation Dafna Kariv, 2013 Women represent the fastest growing group of entrepreneurs today Tracing women's journey along the venture creation process Kariv's book highlights the creatively different ways in which women approach the entrepreneurial enterprise Management for a Small Planet Stead, 2015-05-18 When this classic text was first published in 1992 it provided a unique focus for the burgeoning concern for sustainability and sustainable organizational practices. The book s impact continues to be felt today as large multinational corporations are making substantial commitments to the triple bottom line of economic success social responsibility and environmental protection and sustainability has become a part of curricula in business schools around the globe Featuring extensive new material throughout this new edition of Management for a Small Planet maintains the same unique vision and approach that made the original so influential Unlike other texts on the topic it employs a strategic general management perspective within theoretical frameworks on how organizations can be instrumental in moving humankind toward a more sustainable world Part I includes chapters dedicated to each dimension of sustainability biophysical economic and social Part II contains the specifics on the formulation and implementation of sustainable management practices all grounded in the principles of organizational behavior leadership and business strategy The book is an ideal text for any course concerned with environmental management and sustainable management practices **Functional Thinking for Value Creation** Jürgen Hesselbach, Christoph Herrmann, 2011-03-18 After the IPS2 conferences in Cranfield and Link ping in 2009 and 2010 the 3rd CIRP International Conference on Industrial Product Service Systems IPS2 2011 takes place in Braunschweig Germany IPS2 itself is defined as an integrated industrial product and service offering that delivers value in use The customers expect comprehensive solutions which are adapted to their individual needs IPS2 offers the possibility to stand out from competition and for long term customer loyalty Particularly in times of economic crisis it becomes apparent which producing companies understand to satisfy the needs and requirements of their customers Especially in this relatively new domain IPS2 it will be important to keep track of the whole context and to seek cooperation with other research fields and disciplines The 3rd CIRP International Conference on Industrial Product Service Systems IPS2 2011 serves as a platform for such collaborations and the discussion of new scientific ideas **The Service-Dominant Logic of Marketing Robert F.**

Lusch, Stephen L. Vargo, 2014-12-18 Expanding on the editors award winning article Evolving to a New Dominant Logic for Marketing this book presents a challenging new paradigm for the marketing discipline This new paradigm is service oriented customer oriented relationship focused and knowledge based and places marketing once viewed as a support function central to overall business strategy Service dominant logic defines service as the application of competencies for the benefit of another entity and sees mutual service provision rather than the exchange of goods as the proper subject of marketing It moves the orientation of marketing from a market to philosophy where customers are promoted to targeted and captured to a market with philosophy where the customer and supply chain partners are collaborators in the entire marketing process. The editors elaborate on this model through an historical analysis clarification and extension of service dominant logic and distinguished marketing thinkers then provide further insight and commentary The result is a more comprehensive and inclusive marketing theory that will challenge both current thinking and marketing practice

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