

Collaboration and Co-creation: New Platforms for Marketing and Innovation

Gaurav Bhalla

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Gaurav Bhalla : Collaboration and Co-creation: New Platforms for Marketing and Innovation before purchasing it in order to gage whether or not it would be worth my time, and all praised Collaboration and Co-creation: New Platforms for Marketing and Innovation:

2 of 2 people found the following review helpful. An Effective Guide to Customer-Driven Innovation By Bardowl
Never has creativity and innovation been more important. Far beyond product innovation, today's networked environment demands practice innovation. Delivery, communication, structure, research--every aspect of marketing as once practiced must be re-thought. Departments such as marketing, strategic planning, product and innovation make no sense as standalones. All must work seamlessly to satisfy the demands of the new, highly networked customer. Even the separation between companies and communities seems out-dated. Companies must respond to community concerns lest they be prohibited from doing business, the way LA recently outlawed fast food restaurants in South LA. While the issues have been much discussed in many venues, Gaurav Bhalla's book sorts through the complexity and gives us a framework for successful change. Peppered among the steps in the framework are fascinating examples and cases illustrating both successful and not-so-successful attempts to leverage new tools and practices. From a sustainable fishing website ([...]) to the political campaign of President Obama, these examples will help organizations envision their own paths to success. Examples come from businesses large and small, non-profit organizations and government entities. Dr. Bhalla also addresses such hot topics as creating business opportunity at the bottom of the pyramid and sustainability. Helpful resources are listed at the end of each chapter. I highly recommend this book for anyone seeking to make sense of and implement a strategy based upon the realities of customers today.
0 of 0 people found the following review helpful. This book explain in details with real examples, how ... By Juan M. This book explain in details with real examples, how to adopt colaboracioacute;n not only Inside the company bus with end users.
0 of 0 people found the following review helpful. Great Book By RichCinCali Great for marketers and general business people. The book is very insightful and provides an understanding of where we are going with product development and delivery.

Today's consumers are more knowledgeable, networked, and vocal. For them consumption is not merely an act of buying products and services, but an expression of their creative potential. Consequently, they are demanding a say and a voice in how companies conceive, develop, and deliver value to them. It is not surprising, therefore, to hear that a large number of companies are transforming how they innovate--not only in terms of developing new products and services, but in how they are created, delivered, and supported to customers. Open Innovation thinking, where companies collaborate with suppliers, distributors, and customers to co-create unique value, is fast replacing traditional thinking that viewed innovation as a proprietary activity and marketing as a static, one-way broadcast. However, while there is significant advocacy and buy-in for collaborating with customers, there is little guidance for companies on how to undertake the journey from applause and appreciation to execution. Only reading about others' success stories--Nike, Hallmark, PG, Mozilla, etc.--is not sufficient for helping a company develop a blueprint for themselves. In Customer Driven Innovation, strategy and branding consultant Gaurav Bhalla presents a concrete framework to help companies systematically and effectively design and implement collaborative innovation programs with their customers that can be applied in both business-to-business and business-to-consumer contexts. The authors describe how today's technologies allow companies to create dynamic dialogues with their customers through shared networks, virtual marketing techniques, and blogs to develop deeper relationships that reinforce brand loyalty and ultimately drive growth. They challenge traditional approaches to market research that measure "customer satisfaction" from a rear-window perspective, and help companies and their customers look forward instead.

From the Back Cover
Praise for Collaboration and Co-Creation
"In today's customer-empowered world, collaboration and co-creation competencies are critical to the future growth of a company... Gaurav Bhalla offers a concrete framework and specific examples that managers can use to implement value co-creation programs with their customers. A must-read for companies not wishing to get left behind!" --Vijay Govindarajan, Earl C. Daum 1924 Professor of International Business, Tuck School of Business, Dartmouth College
"Collaboration and co-creation is the sweet spot for rethinking how companies should practice marketing and innovation... Gaurav Bhalla's book is very timely, and offers readers an effective way for building businesses around customers." --Nicolas Mirzayantz, Group President, Fragrances, International Flavors and Fragrances
"Companies can't afford to fake it. Customer-driven innovation has moved from the edge to become a core business practice. Gaurav Bhalla helps you understand what it takes to make this shift, and not a moment too soon." --John Hagel III, Co-Chairman, Deloitte Center for the Edge, and co-author, The Power of Pull
"If running your business seems more difficult lately, reading this book will help you understand why. It will also provide insights into how collaboration and co-creation can improve your company's performance." --Vince Barabba, Author, Meeting of the Minds, and Founder and Chairman, Market Insight Corporation
"Gaurav Bhalla is after big game: how the world's leading institutions are connecting and collaborating with their most important asset--their customers--in novel and important ways... This book is an important one to read for any marketing, market research, or product innovation professional." --Steve Howe, CEO, Passenger
"Based on my research it is clear that user co-creation is a strong driver for transforming the marketing and innovation programs of those companies that dare to

listen and respond. Gaurav Bhalla provides a solid framework to guide this process and a rich set of case stories to explain why and how.” --Jacob Buur, Professor of Participatory Innovation, Research Director of SPIRE, University of Southern Denmark

About the Author Dr. Gaurav Bhalla is a management professional with 30+ years of global experience helping companies implement innovation, strategy, marketing, and business growth programs. He has worked on three continents; Asia, Europe, and North America; and has consulting experience with companies in over 25 countries, in a variety of sectors, such as finance, technology, healthcare, pharmaceuticals, educational services, and consumer packaged goods. During this period he has experienced the business world as a corporate executive, business consultant, entrepreneur, and educator. Some of the leading companies he has worked with are GlaxoSmithKline, Bristol-Myers Squibb, Amgen, Astra Zeneca, Eli Lilly, Pfizer, MedImmune, Texas Instruments, HP, Microsoft, IBM, Intel, Motorola, Hughes Electronics, Seiko Epson, Coca Cola, PG, Heinz, Capital One and NASDAQ. Through his research, teaching, and consulting he has also had the privilege of working on some of the largest brands in the world, such as Zantac, Imitrex, Plavix, Vicks, Hershey, Nescafe, Coke, and Sprint. Currently, Dr. Bhalla is the CEO of Knowledge Kinetics, a company focused on customer value innovation. He blogs frequently on topics related to customer driven innovation and value co-creation at www.gauravbhalla.com. Prior to this, he was the Global Innovation Director for TNS, where he helped develop processes and competencies for implementing innovative solutions across all TNS’s commercial businesses. Previously he was the President of G. Bhalla Associates, Inc., a strategy consulting and research firm, which he ran for over twelve years, before it was acquired by TNS in Feb. 2003. Gaurav holds a Ph.D. in Marketing and Strategy from the University of Kansas, an MBA in Marketing and Finance from the Indian Institute of Management, Ahmedabad, and a BA (Hons.) in Economics and Mathematics from Delhi University. He has published research papers in leading technical journals dedicated to marketing and strategy, and has presented to companies and professional audiences in several countries. He has also served as an adjunct professor at Duke University’s Fuqua School of Business and is currently an adjunct professor at University of Maryland’s R. H Smith School of Business. He travels globally and his physical office is located in Vienna, VA (a suburb of Washington, DC).