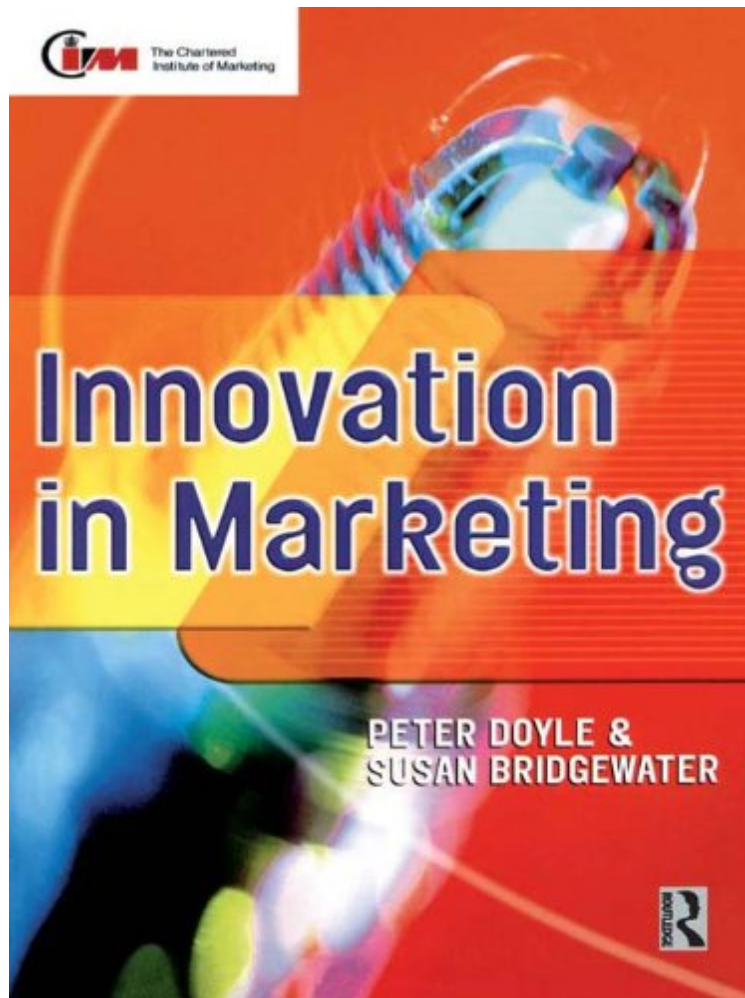


## Innovation in Marketing (Cim Professional Development Series)

*Peter Doyle, Susan Bridgewater*  
*ebooks | Download PDF | \*ePub | DOC | audiobook*



DOWNLOAD



READ ONLINE

#3297312 in eBooks 2012-10-02 2012-10-02 File Name: B009OZ3XVU | File size: 54.Mb

**Peter Doyle, Susan Bridgewater : Innovation in Marketing (Cim Professional Development Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation in Marketing (Cim Professional Development Series):

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 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.