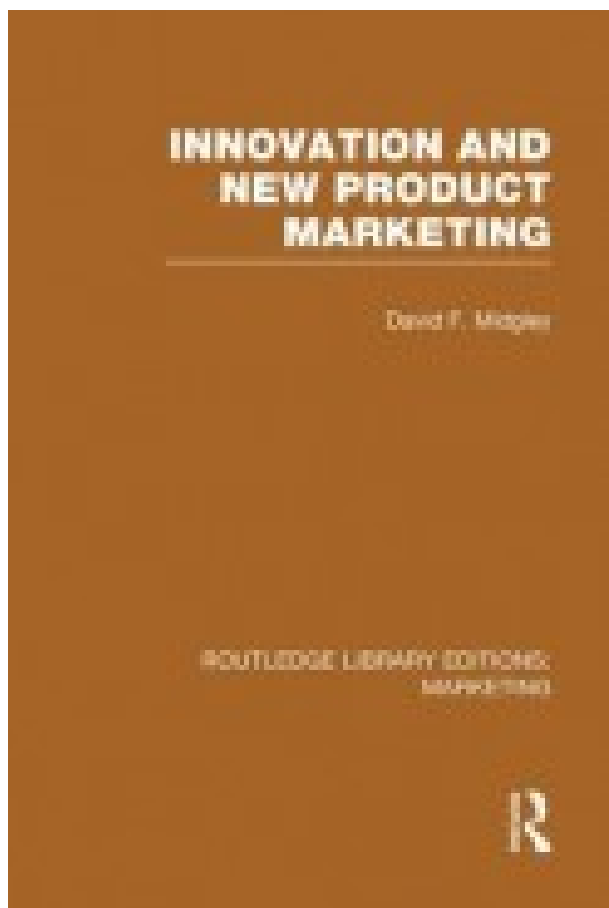


Innovation and New Product Marketing



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This volume formulates and presents a general theory of innovative behaviour which is applicable to diverse market situations.

Having provided some support for the theory, the author demonstrates how it can be usefully applied by indicating which management techniques are relevant to new product management and which are not. The author suggests certain systematic procedures by which an organisation can radically improve both its short and long run chances of launching successful new products.

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