

عنوان مقاله:

Marketing and Innovation

محل انتشار:

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خلاصه مقاله:

Success of an innovative idea in the market depends on the value creation, communication, distribution and exchange with its stakeholders. Innovators and entrepreneurs face many challenges when trying to sell their innovative ideas. This paper shows the important link between the basic marketing theory and challenges in practice. It concludes by recommending how to create a better foundation to increase the market share and overall success of an innovation in the market

کلمات کلیدی:

market share, marketing strategy, marketing communications, selling innovations

لینک ثابت مقاله در پایگاه سیویلیکا:

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