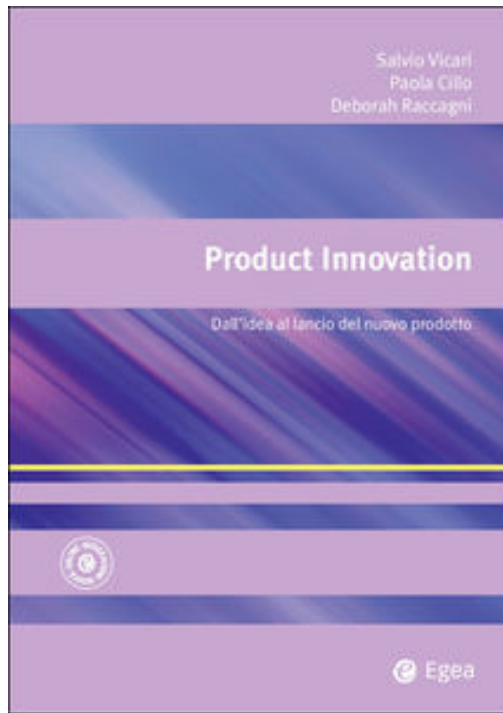


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Leggi ebooks Product innovation Salvio Vicari, Paola Cillo & Deborah Raccagni PDF, EPUB, mobi, L'innovazione, che dai tempi di Schumpeter il motore dello sviluppo, rappresenta oggi, nella trasformazione complessiva della societ e dell'economia, la chiave di volta del successo in ogni ambito. Nelle imprese, in particolare, l'innovazione elemento trasversale a tutte le attivit e ha il suo fulcro centrale nel prodotto. Questo libro nasce con un triplice obiettivo: primo, aiutare gli studenti e i manager a ragionare sulla questione dell'importanza e del ruolo strategico dell'innovazione di prodotto. Secondo, guidare alla comprensione delle dinamiche che portano le imprese a essere innovative nei confronti dei clienti e a dare vita a mercati del tutto nuovi. Terzo, fornire gli strumenti necessari per gestire lo sviluppo del nuovo prodotto, dalla nascita dell'idea, al design, ai test indispensabili per validare e quindi far evolvere il progetto innovativo nelle diverse fasi, fino al lancio sul mercato.

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