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L'étude des marchés qui n'existent pas encore - une méthode spécifique et robuste pour lancer vos innovations (2e édition)

By Millier, Paul

EYROLLES, 2016. Paperback. Condition: NEUF. Comment étudier un marché qui n'existe pas encore ? Lorsqu'une entreprise lance une innovation qui est plus qu'une simple amélioration de performance ou un changement de présentation, elle se trouve dans ce cas. L'innovateur doit alors avoir une représentation claire de ce marché qu'il va contribuer à construire : y a-t-il un marché ? Où est le marché ? Qui sont les clients qui le composent ? Quel produit faut-il pour satisfaire le marché ? Comment attaquer ce marché ? Cet ouvrage met à disposition de ceux qui innovent, des créateurs d'entreprises, des consultants et des étudiants, une méthode et des outils pour répondre aux problèmes d'analyse des marchés de l'innovation. - Une méthode fiable et éprouvée qui repose sur une analyse de 200 projets d'innovation ; - Des exemples qui illustrent les concepts ; - Une nouvelle édition entièrement mise à jour avec des apports concernant le recueil de l'information par observation, la représentation du marché par la Segmentation(tm) et une méthode pour optimiser le développement d'une activité nouvelle. - Nombre de page(s) : 416 - Poids : 772g - Genre : Marketing, Commercial, Publicité.



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