

# UNVEILING MARKET INSIGHTS

Analysing spending behaviour  
and identifying opportunity for  
growth

## MARKET CREATION

A political and  
social process  
(humphyreys,2010)

A new market,the  
market-creating  
innovation alters the  
existing product-  
market structure of  
an industry  
(darroch&miles,2011)

Market  
shoping

Five interrelated  
subprocesses in  
which usemay  
be involed as  
agents

qualifying  
goods,fashioning  
modes of  
exchange

## MARKET INNOVATION

The temporal  
durability of new  
integrative,normative  
and representational  
praticess

In  
general,markret  
innovation means  
altering the way  
in which business  
is done

## Market scripting

(storbacka&nenonen,2011)

The conscious  
activities conducted  
by a market actor in  
order to alter the  
current market  
configuration in its  
favor