



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

Marketing of Innovation

Dr. VINAY SHARMA

DEPARTMENT OF MANAGEMENT STUDIES



Definition of Marketing by American Marketing Association (Approved July 2013) says
“Marketing is the activity, set of institutions and process of creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large”.



- If we try and analyze this definition with the view point of making it happen or realizing this we would find out that this only can be done through intensity of efforts i.e. commitment, hence marketing may be termed as commitment

- Apple
- Google
- Toyota
- General Electric
- Microsoft
- Procter & Gamble
- 3M
- Walt Disney
- Mitti Cool
- IBM
- Sony
- Wal-Mart
- Honda
- Starbucks
- BMW
- Samsung
- Patanjali

Thank You

