



The Power of Products (Paperback)

By Kari Leppala

Lulu.com, United Kingdom, 2007. Paperback. Condition: New. Language: English. Brand new Book. The book presents a fundamental principles of product-centered and user-oriented strategy. Based on analysis of innovation processes, it describes carefully, how companies create new products, how they manage the associated information and knowledge, and what kind of tools and methods they use. It also presents cases, how Nokia and other successful companies could utilize the local resources, culture and environment, and make a breakthrough into global markets. At the same time, an industrial transformation took place, and created a modern, global information age economy. An important issue is, what is the future of the product- and technology-based approach? Can it survive current migration of activities into low-cost countries? What is the role of nationality, local resources, and local culture?.



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Reviews

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