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Product Innovation Toolbox A Field

Product Innovation Toolbox: A Field Guide to Consumer Understanding and Research brings together a global team of key thought-leaders and seasoned consumer researchers from corporate R&D, academia and marketing research companies to share their knowledge, experiences, cutting edge consumer research tools and practical tips for successful and sustainable product innovation.

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Kannapon Lopetcharat (Author of Product Innovation Toolbox)

Diffusion of innovations theory is a hypothesis outlining how new technological and other advancements spread throughout societies and cultures.

Diffusion Of Innovations Theory Definition

Reverse Innovation. This exercise requires participants to think the worst experience they could offer to their customers which seems to be contradictory to the principle of innovation. However it offers interesting insights to make things really different and contextually integrated.

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