

Chapter 7 Communication Of Innovation Marketing

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1. An organic- type structure positively influences innovation 2. The availability of plentiful resources provides a key building block for innovation 3. Frequent communication between organizational units helps break down barriers 4. Innovative organizations try to minimize extreme time pressures on creative activities 5.

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7.4 Types of Innovation – Strategic Management

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chapter 07 67

Chapter 5 THE INNOVATION-DECISION PROCESS 163 A MODEL OF THE INNOVATION-DECISION PROCESS 163 KNOWLEDGE STAGE 164 Which Comes First, Needs or Awareness ... The second edition and revision, *Communication of Innovations: A Cross-Cultural Approach* (co-authored with F. Floyd Shoemaker), was published in 1971, nine years later. By then the

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