

Innovation Strategy for Enterprises in Emerging Economies

Case Studies for the Digital Age

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About the Book

For a company to grow it needs to generate more margin of profit. It can generate more profit if it provides more value to customers. For this, it needs to put more value in each of the value activities. Agrawal, Satpathy, and Mohapatra demonstrate how a firm can use innovation at all levels (strategic, functional and operational) to provide benefits to the entire value chain. Particularly in developing economies, there is a need for business alignment with innovation strategy and execution of strategies, and this book explains these to the readers through real-word examples and case studies, taking the environment into consideration and concentrating on not just growth but sustainable growth.



Format: Hardback

Pagination: 152

Price: £53.99 \$86.99 €64.99

Publication Date: 20th Nov 2015

ISBN: 9781785604812