



Making Innovation Last: Volume 2: Sustainable Strategies for Long Term Growth

Hubert Gatignon, David Gotteland, Christophe Haon

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Innovation is usually judged by the products and services that an organisation creates. The challenge for firms is to keep producing these innovative products in the long term and be constantly a step ahead of the competition. While many books deal with the management of an innovation project, *Making Innovation Last* considers the long term success of a firm. Authored by a trio of top international scholars who present pioneering new work on what it takes to create long term growth, the book examines the internal conditions that are likely to encourage sustainable innovation as well as what a culture of innovation should look like. By recognising that innovation strategies are multidisciplinary in nature, the authors present a case for taking each perspective into account before providing a full analysis of each strategy. Taking you through the practical aspects of launching new innovations in the market and the importance of customer involvement and addresses new areas for further research and investigation, the book explores innovation through both a technical and market point of view. This definitive work not only reflects the major schools of thought but helps managers assess their firm's ability to generate sustained growth.

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