

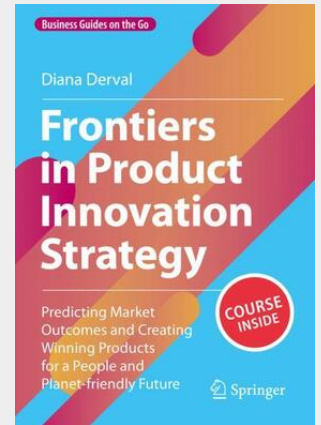
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## Frontiers in Product Innovation Strategy

Predicting Market Outcomes and Creating Winning Products for a People and Planet-friendly Future

The book shares a cutting-edge approach to innovation strategies and product innovation by showing how advances in management and science can now help explain and predict innovation response and market outcomes across industries (health, cosmetics, food, leisure, insurance, automotive). A comprehensive review of the latest breakthroughs - from behavioral science to sustainable practices - sheds a new light on product innovation management allowing brands and teams to develop daring yet low-risk innovation strategies, while increasing their positive impact on people and planet. Readers will particularly benefit from the self-paced online video-based learning modules provided with the innovative Book+Course format.

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