



Winning At Innovation: The A-to-F Model

By Philip Kotler, Fernando Trías de Bes

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Innovation is a responsibility normally assigned to R&D departments but this is not enough. Companies need a systematic framework so innovation can occur at different levels of the organization. The world's leading expert in marketing and innovation Philip Kotler, and Fernando Trias de Bes together present a revolutionary model for innovation.

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Editorial Review

Review

"Extremely valuable and very thorough in its approach to innovation."

-Ray Davis, Management Consultant and CMI Judge

"The book provides great clarity with regard to innovation: outstanding."

-Judy Craske, Senior Manager at Wylfa Power Station and CMI Judge

"This is a superb book that captures the way to set the stage and create a positive climate for product innovation in the corporation. The description of the six roles that must be played by a multi-functional innovation team is a major contribution."

-Robert G. Cooper, Professor Emeritus, McMaster University, Canada, and President, Product Development Institute Inc.

"The Total Innovation System is a valuable framework that gathers and connects all aspects to be considered in an innovation system. It is a good compendium of concepts, disciplines, techniques and innovation processes to be considered in an innovation ecosystem. I cannot think of any other book which makes so complete a review as this one makes."

-Cesc Bordas, Vice President of Marketing and Innovation, PepsiCo Europe

"This is a great handbook on innovation, elaborated by two of the most brilliant academic authors in the field of marketing and innovation throughout the world. It will be helpful to people with all levels of experience in innovation. It is a book which obliges one to review 'unquestionable truths' and a very useful framework in order to manage innovation, now that innovating is at the heart of business strategy."

-Carlos Losada, ESADE Business School

About the Author

Fernando Trías de Bes is an Economist, Associate Professor of Marketing Management at ESADE Business School in Barcelona, Spain, and the founder of Salvetti Llombart, a consulting firm specialised in Innovation and Market Research. He has spoken at numerous international events, such as the European Marketing Forum, the Western Europe Marketing Forum, ExpoManagement Congress, JavaExpo, and the World Apparel Convention, among others. He has published 14 books of management and fiction, including *The Little Black Book of Entrepreneurship*, *Lateral Marketing: New Techniques for Finding Breakthrough Ideas* which he co-authored with Philip Kotler, and *Good Luck: Creating the Conditions for Success in Life and Business* – written with Alex Rovira, and sold 4 million copies worldwide.

Philip Kotler (M.A., University of Chicago, Ph.D., M.I.T.) is the S. C. Johnson Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He has published *Marketing Management*, 14th edition, *Lateral Marketing*, and 50 other books. His research covers strategic

marketing, innovation, and corporate social responsibility. He has consulted GE, IBM, Apple, Honeywell, Ford, and many other companies. He has also consulted non-profit and government organizations. Professor Kotler is the recipient of 14 honorary degrees from abroad. He has been described by his profession as a Legend in Marketing.

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