Products and Markets

William H. Reynolds De WAYNE STATE UNIVERSITY

TECHNISCHE HOCHSCHULE DARMSTADT			
Fochbereich 1			
Gesamtbibliothek			
Betilebswirtschaftstehr e			
Invo: a -itr. : 39.06			
Abstoll-lir. : A 28/1584			
Sachgebiete:			
5.2.1			
00254533			

PRENTICE-HALL, INC., Englewood Cliffs, New Jersey

Contents

Fore	word		v
Preface			< vii
I.	INNOVATION		1
	1.	Innovation as an Iterative Process	3
	2.	The Edsel: A Lesson for Innovators	12
	3.	Creativity and Innovation	26
	4.	Some Heuristics for Successful Innovation	44
	5.	The Evaluation of Innovations	62
II.	PRODUCTS		83
	6.	The Design of a Product	85
		The Image of a Product	98
		Fashion: How to Read Trends	107
	9.	The Wide C-Post: How Products Change	120
III.	MARKETS		135
	10.	The Concept of Market Segmentation	137
	11.	Viable Segmentation	155
	12.	Two Segments in Depth: The Heavy Smoker and the	
		Airline Passenger	169
IV.	ADOPTION		183
	13.	Switchers as Prospects	185
		Social Structure and the Adoption Process	200
		The Marketing Concept Reexamined	221
Inde	x	•	239