



transformation

transformation: InnovationsMarketing

Background

transformation sees transformation as a transparent and structured change process. An active influence is exerted on what occurs within a company and its environment. By researching the transformation of companies, networks and society, we have identified key instruments for your transformation. We offer you analyses, facilitation services and recommendations for action that are proven and scientifically substantiated, along with training/workshops.

Range of services

Innovations have to address the express needs of the individual market players, otherwise they will fail in the market. Reducing this innovation risk is the goal of the Fraunhofer MOEZ innovation marketing approach. In the individual phases of the innovation process, differentiated treatment is necessary for appropriate communication with

players such as, for example, customers, employees and investors. The basis for effectively addressing the various players is a precise analysis of their needs and the market potentials. Benefit, credibility and emotions are important levers, both individually and in combination, for successful communication in initiating ideas and spreading innovations. The emphasis given to these levers needs to be adapted according to the innovation phase, the market participants, the specific corporate environment and the relevant occasion (e.g. sales approach, staff motivation or a presentation for investors).

By optimizing or introducing innovation marketing, the positive effects within the context of new developments can be significantly enhanced.

Contact person:

Steffen Trautwein

Research Fellow

Strategy and Organization

Phone: +49 341-231039-130

E-Mail: steffen.trautwein@moez.fraunhofer.de

Fraunhofer MOEZ

Neumarkt 9-19

04109 Leipzig

www.moez.fraunhofer.de

http://www.moez.fraunhofer.de/en/gf/strategy_organisation.html