



Future Concepts: 101 Inspirationen für neue Produkte, Businessmodelle und Märkte (German Edition)

Verena Muntschick

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Erfolgreiche Produkte und Services adressieren echte Bedürfnisse und werden zu Triebfedern für ausgeprägte Trends, die neue Markträume erobern. Wie aber lassen sich echte Innovationen identifizieren, ohne detaillierte Marktanalysen? Mit unserer neuen Studie Future Concepts liefern wir ihnen 191 inspirierende Best Practices: richtungsweisende Trend-Ausprägungen, die die Marktbedürfnisse der Zukunft bedienen werden.

Die Studie bündelt die Zukunft der Produkt- und Dienstleistungspalette für den Endverbrauchermarkt: ein wertvolles Navigationswerkzeug für alle Experten in den Bereichen Produktentwicklung, Beratung, Marketing und Research.

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