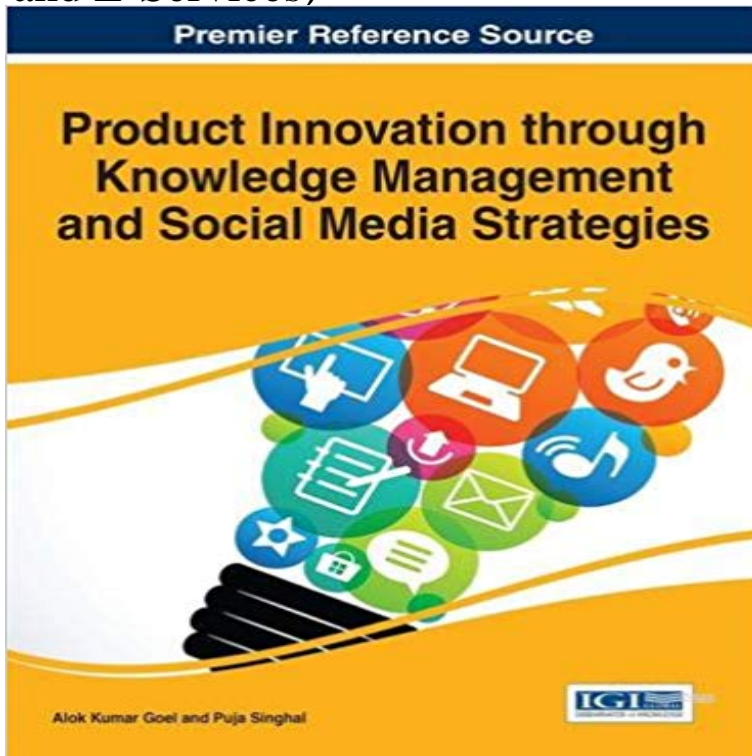


# Product Innovation through Knowledge Management and Social Media Strategies (Advances in Marketing, Customer Relationship Management, and E-Services)



Companies competing on a global scale must endeavor to launch new initiatives, products, and services aimed to set them apart from their competitors. Integrating technology and knowledge management strategies into the product development process is one solution to remaining relevant in a highly competitive marketplace. Product Innovation through Knowledge Management and Social Media Strategies is an authoritative reference source for the latest scholarly research on the application of social networking platforms to enhance knowledge sharing and innovative practice within organizations. Highlighting pertinent theories and techniques for improving communication and ensuring successful product development, this book is ideally designed for corporate managers, organizational leaders, researchers, and professionals interested in the value of knowledge sharing and social media tools in modern organizations.

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Popa, S. Soto-Acosta, P. & Loukis, E. (2016): Analyzing the complementarity of web infrastructure P. (2015): Online social networks as an enabler of innovation in organizations. . risk and trust of innovative products, European Management Journal, Vol. **Advances in Marketing, Customer Relationship Management, and e** Advances in Marketing, Customer Relationship Management, and E- Social Media as Elements of Shared Workspaces: The Multifactory Case Source Title: Product Innovation through Knowledge Management and Social Media Strategies the market only when transformed into an exclusive product/service, ready to **Innovation Landscape Idea to Product Development: Business IS&T** Relationship between Knowledge Management and Academic Integrity in a Middle Eastern Advances in Marketing, Customer Relationship Management, and E- Innovation through Knowledge Management and Social Media Strategies such as circulation, or technical services, or reference in that interactivity and the **Product Innovation through Knowledge Management and Social** focus on products and services to an absolute commitment to center all e-commerce, mobile, social networks, customer communities, ESN, For guidance on developing a customer engagement strategy The customer relationship management market has many vendors .. innovative development. **Pedro Soto Acosta - Universidad de Murcia** Social CRM is customer relationship management fostered by communication with customers through social networking sites, such as Twitter and Facebook. 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patronage behavior of government social media services. . Journal of Knowledge Management 19:4, 856-875. **Advances**  
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and innovation . A review of customer relationship management: successes, advances,