

Adoption of Innovation

Balancing Internal and External Stakeholders in the Marketing of Innovation

Brem, Alexander; Viardot, Eric

DOI:
10.1007/978-3-319-14523-5

Publication date:
2015

Document version:
Submitted manuscript

Citation for polished version (APA):
Brem, A., & Viardot, E. (Eds.) (2015). *Adoption of Innovation: Balancing Internal and External Stakeholders in the Marketing of Innovation*. Springer Science+Business Media. <https://doi.org/10.1007/978-3-319-14523-5>

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<http://www.springer.com/978-3-319-14522-8>

Adoption of Innovation

Balancing Internal and External Stakeholders in the
Marketing of Innovation

Brem, A.; Viardot, E. (Eds.)

2015, VI, 230 p. 35 illus., 20 illus. in color., Hardcover

ISBN: 978-3-319-14522-8