

Nordics

Dear

Welcome to our February e-Update. In this issue, we present Nigel Wright's latest research report: Innovating to succeed: overcoming the barriers that stifle innovation in the consumer products industry.

The report is based on interviews with five leading innovation practitioners from the global consumer products sector, as well as survey data collected from over 100 senior innovation decision makers, across the industry.

Innovation is now seen as the key ingredient that will guarantee success. Despite this, many companies still struggle to gain a market advantage through innovation, regardless of enormous efforts and high investments.

The report identifies four key areas that businesses consistently fail to get right, leading to a lack of success in product innovation: Definition & Process; Marketing, Research & Communication; Leadership & Organisational Structure; People & Culture.

In the report each of the four areas are considered separately and we look at how businesses might seek to change the way they operate, to achieve success through innovation.

For more information on this report, please contact your Nigel Wright Consultant.

Kind Regards