

# Innovation Management and Market in Global Enterprises Essay

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Innovation Management and Marketing in Global Enterprises by Ersun and Karabulut (2013) is an article that presents varying positions of several writers on the importance of establishing innovative strategies in developing and managing new product and markets in the global business communities. The concept of [innovation](#) in this article is defined in terms of products, processes, [marketing](#) and management practices. The product of innovative strategies as outlined in the article is understood to impact the product's value to the end-user in the form of increased customer appeal and utility, and to the business entity in the form of increased revenue. Extending and sustaining the market base is the desired end result of the innovative process. The topic is of great interest to the writer as there has been a noticeable increase in competition in the market place in the global business community. According to the writings cited in the article, their research indicates that an enterprises ability to succeed and thrive over a significant period of time seems to point to the implementation of sound innovative strategies.

Ersun and Karabulut (2013) are very concerned about the implications of marketing and management innovations in the global market as there is evidence of its' utility as a tool to achieving great success. Unfortunately, according to them, not much work has been done

in developing an “Integrated Model for Innovation Management and Marketing.” Additionally, not much literature is available on the topic that allows enterprises to achieve a broad enough perspective in innovative strategies to assist them in moving forward under the guidance of an established system. Thus the author felt compelled to perform a brief r...

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...echnological and non-technological elements which include strategy, culture, organization and marketing. All members of the management team must be involved in the innovation management practices process in order to achieve success.

The author concludes that, again, there is very little literature that provides a model for the implementation of a sound and proven innovative management and marketing system on the global stage. However, the literature that is available and the current empirical research being conducted provides a starting point for a future system that will give direction to companies desiring to have a chance of successfully participating in the market place.

#### Works Cited

A. Nur Ersun, and A Tugba Karabulut (2013). Innovation Management and Marketing in Global Enterprises. International Journal of Business and Management; Vol. 8, No. 20; 2013

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