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

By Alok Kumar Goel



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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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Editorial Review

About the Author

Alok Kumar Goel is working at CSIR-Human Resource Development Centre, Ghaziabad, India and Visiting Scholar at Hasselt University Belgium, Europe. He pursued PhD in the area of Knowledge Management from Indian Institute of Technology Roorkee, India. Dr. Goel holds a Bachelors degree in Mechanical Engineering, a Bachelors degree in Law and a Masters degree in Management. Dr. Goel is recipient of 2013 Emerald/EFMD Outstanding Doctoral Research Award in the Knowledge Management category. His research interests include human resource management, talent management, innovation and knowledge management. Dr. Goel has published numerous articles and book chapters on knowledge management, talent management and innovation management. Outlets for his research work include among others Emeralds' Management Decision, Strategic HR Review, Human Resource Management International Digest, Emerald Emerging Markets Case Studies, Inderscience International Journal of Indian Culture and Business Management and Sage South Asian Journal of Business and Management Cases, etc.

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