

































NEW SERVICE & PRODUCT DEVELOPMENT - METODI E STRUMENTI





Ms

Marketing

Strategico

Ac

Iout

Innovation

Outpost



Chk

Corporate

Ilo

Innovation

Liaison Office

Hackathon

RD

R&D



Early Adopters

Development





Design Thinking

Lean Innovation



Ia

Innovation

Jbtd

Job to be done

Accounting



Di

Cd

Customer

Development

Disruption



New

Innovazione

Just In Time

Jitl





Odi

Innovation

Outcome Driver

Be

Better

Innovazione



Technology

Readiness Leve





Pi

Pivot

Pretotipo







Se

He

Health &

Dp

Mi

Gl

Ce

Gz

Eu

Generation Z

Globalization

Circular Econom

Rise of the

Servitization

Bd

Big Data

Pa

Bc

Iot

Cb

Chatbots

Vo

Th

ORGANIZZAZIONE, CULTURA E GOVERNANCE

Voice assistants

BlockChain

Predictive









Agile



Fp

Fast Prototyping

Uxd

User Experience























