

Global Digital Innovators Market 2017 Size, Share, Growth, Status, Type and Application, Segmentation, Forecast by 2022

WiseGuyReports.com adds "Digital Innovators Market 2017 Global Analysis, Growth, Trends, Opportunities Research Report Forecasting to 2022" reports to its database.

PUNE, INDIA, May 29, 2017 /EINPresswire.com/ -- [Digital Innovators Market](#):

Executive Summary

Maintaining corporate longevity is no easy task in the face of societal shifts that are continuously reshaping how business is conducted. Companies must innovate or risk finding themselves on the wrong side of one of these seismic shifts.

Euromonitor International's Digital Innovator series was developed to help clients stay abreast of today's most innovative digital developments and to better inform the idea generation and discovery phase of the innovation process.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on

Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Product coverage:

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report

Identify factors driving change now and in the future

Understand motivation

Forward-looking outlook

Briefings and presentation should provoke lively discussion at senior level



Take a step back from micro trends
Get up to date estimates and comment

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WHY BUY THIS REPORT?

Gain competitive intelligence about market leaders. Track key industry trends, opportunities and threats. Inform your marketing, brand, strategy and market development, sales and supply functions.

MAINTAINING CORPORATE LONGEVITY IN THE FACE OF SOCIETAL SHIFTS

One of the most consistent corporate themes is the failure of leading companies to stay atop their industry. It is no easy task as there are a multitude of drivers constantly reshaping how business is conducted.

TECHNOLOGY IS ONE OF THE MOST IMPORTANT SOCIETAL SHIFTS IMPACTING BUSINESS

Technology is creating massive upheavals in customer expectations. Industry lines are blurring. New forms of competition are emerging, including overnight start-up sensations. Unanticipated digitally-inspired business models such as the sharing economy or subscription boxes have emerged.

COMPANIES ARE PERISHING MORE QUICKLY THAN EVER BEFORE

Many one-time household names have found themselves on the wrong side of these seismic shifts. Kodak rejected internal innovation ideas for fear of cannibalisation. Blockbuster did not identify new entrants as competitors.

IT IS IMPORTANT FOR INCUMBENTS TO BE AT THE FOREFRONT OF INNOVATION, NOT REACTIONARY

In the face of these shifting market dynamics, innovation is necessary to maintain a company's relevance. Successful innovation occurs at the intersection of business viability, consumer desirability and technology feasibility.

COMPANIES MUST ACCEPT THAT FAILURE IS A COMMON BYPRODUCT OF INNOVATION EFFORTS

Companies may listen to their customers and design products or services with their needs in mind, but still fail. While all innovation teams shoot for such success, companies also must have an appetite for the occasional failure.

For further information on this report, visit - <https://www.wiseguyreports.com/enquiry/1200221-digital-innovators-maintaining-corporate-longevity-in-the-face-of-societal-shifts>

Table of Content:

Scope

Key findings

STAYING RELEVANT AMIDST SOCIETAL SHIFTS

Staying relevant in face of societal shifts remains a struggle

Examples of ongoing market shifts driving the need for innovation

Companies are perishing more quickly than ever before

Case study: Kodak rejected internal ideas for fear of cannibalisation

Case study: Blockbuster did not identify new entrants as competitors

Understanding three key types of innovation

What makes disruptive innovation different from other innovation?

Companies must be at the forefront of innovation, not reactionary

Companies must have an appetite for innovation failure

The importance of companies embracing the innovation process

Digital Innovators series assists with discovery and idea generation

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