

# Contents

## Part I Strategic Perspectives on Innovation

- 1 Challenges, Approaches, and Strategic Aspects of Innovation** ..... 3  
Michael Hülsmann and Nicole Pfeffermann
- 2 Strategic Open Innovation: Basics, Actors, Tools and Tensions** ..... 11  
Kathrin M. Möslin and Bastian Bansemer
- 3 Challenges and Visual Solutions for Strategic Business  
Model Innovation** ..... 25  
Martin J. Eppler and Friederike Hoffmann
- 4 Cognitive Diversity of Top Management Teams as a Competence-  
Based Driver of Innovation Capability: How to Decode Its  
Contribution Comprehensively** ..... 37  
Michael Hülsmann, Meike Tilebein, Philip Cordes, and Vera Stolarski
- 5 Developing a Technology Intelligence Strategy to Access  
Knowledge of Innovation Clusters** ..... 51  
Rani J. Dang, Letizia Mortara, Ruth Thomson, and Tim Minshall
- 6 Social Innovation and Interactive Value Creation as Strategic  
Demand for Management** ..... 73  
Ralf Kopp

## Part II Communicative Perspectives on Innovation

- 7 Communication of Innovation: Marketing, Diffusion,  
and Frameworks** ..... 97  
Nicole Pfeffermann and Michael Hülsmann

<b>8</b>	<b>Innovation Marketing: An Introduction</b> .....	<b>105</b>
	Fee Steinhoff and Volker Trommsdorff	
<b>9</b>	<b>The Role of Word of Mouth in the Diffusion of Innovation</b> .....	<b>117</b>
	Tim Mazzarol	
<b>10</b>	<b>An Integrated Approach to Communications in the Open Innovation Process</b> .....	<b>133</b>
	Manfred Bruhn and Grit Mareike Ahlers	
<b>11</b>	<b>Managing Emotions Matters: A Balanced Framework for Communicating Innovations in Companies</b> .....	<b>153</b>
	Claudia Mast	
<b>12</b>	<b>The Scent of Innovation: Towards an Integrated Management Concept for Visual and Scent Communication of Innovation</b> .....	<b>163</b>
	Nicole Pfeffermann	
 <b>Part III Integrated Perspectives on Innovation</b>		
<b>13</b>	<b>The Linkage Between Strategy and Communication for Innovation</b> .....	<b>185</b>
	Nicole Pfeffermann and Michael Hülsmann	
<b>14</b>	<b>Research and Development, Innovation and Marketing: How to Convince Internal and External Stakeholders of Technological Innovations</b> .....	<b>193</b>
	Alexander Brem, Mostafa Hashem Sherif, Liora Katzenstein, Kai-Ingo Voigt, and Dominique Marcel Lammer	
<b>15</b>	<b>A Relational Communication Strategy for Successful Collaborative Innovation in Business-to-Business Markets</b> .....	<b>209</b>
	Bill Donaldson, Thomas O'Toole, and Mary Holden	
<b>16</b>	<b>Strategic Planning for Communication of Innovation: Crowdsourcing as Social Capital</b> .....	<b>229</b>
	Sherry Devereaux Ferguson	
<b>17</b>	<b>Achieving Market Leadership for Innovation Through Communication</b> .....	<b>243</b>
	Eric Viardot	

<b>18</b>	<b>Innovation Communication as a Cross-Functional Dynamic Capability: Strategies for Organizations and Networks</b> .....	<b>257</b>
	Nicole Pfeffermann	
<b>Part IV Best Practices</b>		
<b>19</b>	<b>Science Comes Alive! The Internet Film Portal DFG Science TV</b> ...	<b>293</b>
	Eva-Maria Streier, Nicole Pfeffermann, and Jörn Grapp	
<b>20</b>	<b>DHL Open Innovation: Program for the Development, Deployment and Promotion of Innovative Solutions in Logistics</b> ...	<b>305</b>
	Keith Ulrich	
<b>21</b>	<b>Communication Management Via Web: The Web-Based Tool <i>ICOM Compass</i></b> .....	<b>319</b>
	Hans-Werner Jäger and Annegret Jäger	
<b>22</b>	<b>Case Study Electro-Mobility: RWE Mobility</b> .....	<b>339</b>
	Katja Reimann and Carolin Reichert	
<b>23</b>	<b>A Holistic Approach to Communicating Innovations: Siemens and Its Environmental Portfolio</b> .....	<b>351</b>
	Ulrich Eberl	
<b>24</b>	<b>User-Centered Radical Innovation at Deutsche Telekom Laboratories</b> .....	<b>363</b>
	Fee Steinhoff and Henning Breuer	
<b>25</b>	<b>The High-Tech Innovation “ParcelRobot”: Patent Strategy and Communication Tools</b> .....	<b>379</b>
	Moritz Rohde, Nicole Pfeffermann, Wolfgang Echelmeyer, and Carsten Rasch	
<b>Index</b>	.....	<b>397</b>