Collaborating with Customers to Innovate

Conceiving and Marketing Products in the Networking Age

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The book enriches an important debate in management and in academia on the new product development process. It encompasses marketing approaches and is sharply focused on the opportunities that digital technologies have created for involving customers in collaborative innovation, and actionable recommendations for putting collaborative innovation to work.

‘Collaborating with Customers to Innovate is an excellent book for scholars... thanks to its robust framework and its precise links to the existing literature, I would recommend it as a required reading for all those (numerous) academics who want to get acquainted with this crucial subject.’
- Roberto Verganti, R&D Management

‘Customers have become a critical innovation partner for companies in many industries. At the same time, new information technologies have made such collaborative innovation with customers more feasible and cost-effective. Prandelli, Sawhney, and Verona’s book resonates this important theme and contributes to our understanding of the associated management concepts and practices. Definitely a valuable book – for both academic researchers as well as practitioners!’
- Satish Nambisan, Rensselaer Polytechnic Institute, US

‘The profound research effort and the farsightedness of the theories elaborated make this book an essential guide to innovation through collaboration. As a matter of fact, many of the techniques described here are being leveraged by IBM today to improve the relationship with its customers.’
- Guido Gerlotti, Vice President, ibm.com Global Web Sales

‘Prandelli, Sawhney and Verona fuse real world illustrations of customer driven innovation with rigorous academic analysis. As a virtual knowledge broker in the automotive marketplace, Edmunds has experienced firsthand what Prandelli, Sawhney and Verona have so insightfully described. I applaud them for sharing these insights with managers the world over in such an actionable and perceptive manner.’
- Avi Steinlauf, President of Edmunds.com

‘This book is one of the only books that I have read which gives the answer to winning in hypercompetitive markets. Using customers as a source of continuous innovation is key to success in rapid change, fast paced environments. Product advantages are not sustainable, so new product advantages must be generated every day. The book gets it and you will too if you read it!’
- Richard A. D’Aveni, Tuck School of Business at Dartmouth, US