

Customer Relations and Innovation in B2B Markets

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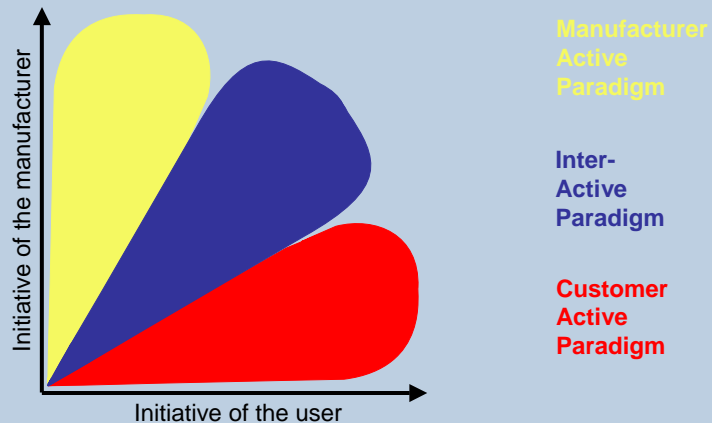
- 1 Customer involvement
- 2 Innovation in networks
- 3 Diffusion and relationship
- 4 Conclusion



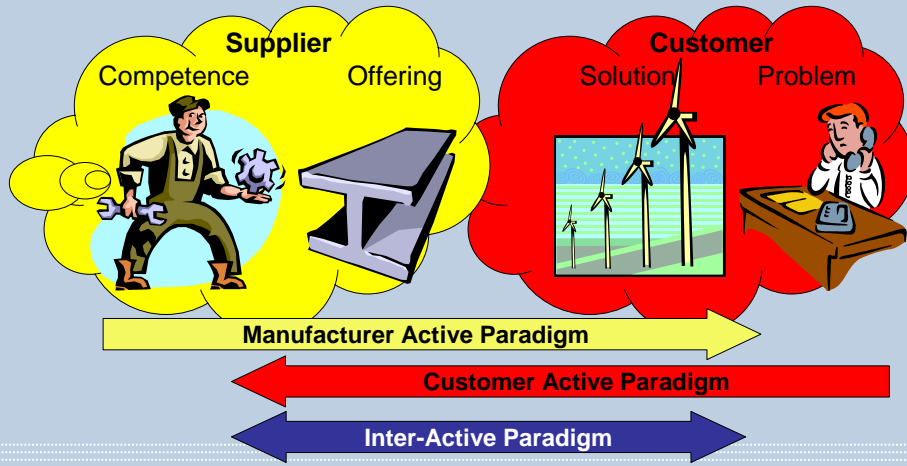
The relational view focuses on the interplay between buyers and sellers



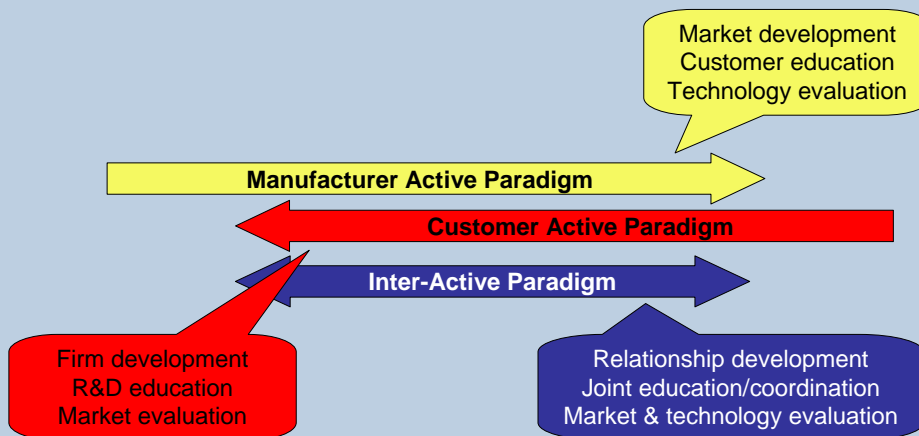
There are three sources of innovations within a relationship



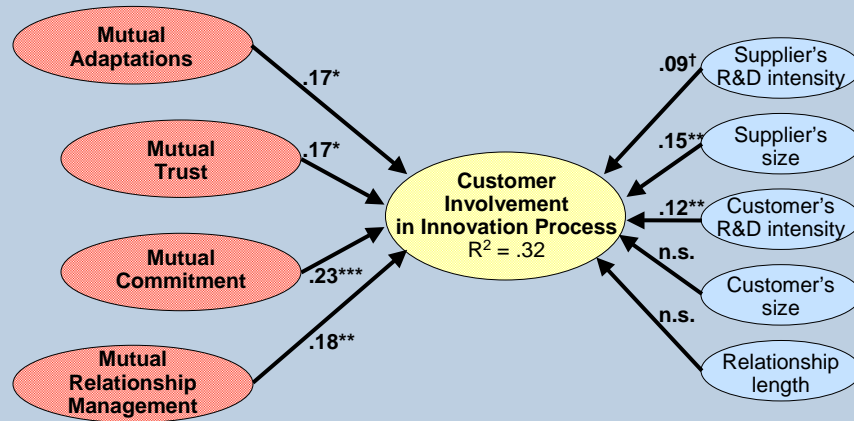
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The role of marketing differs between these different paradigms



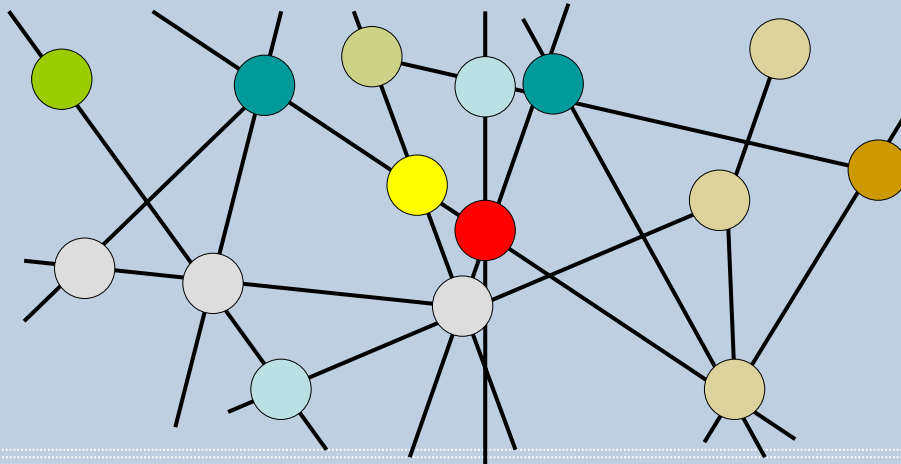
Relationship management is a key input factor



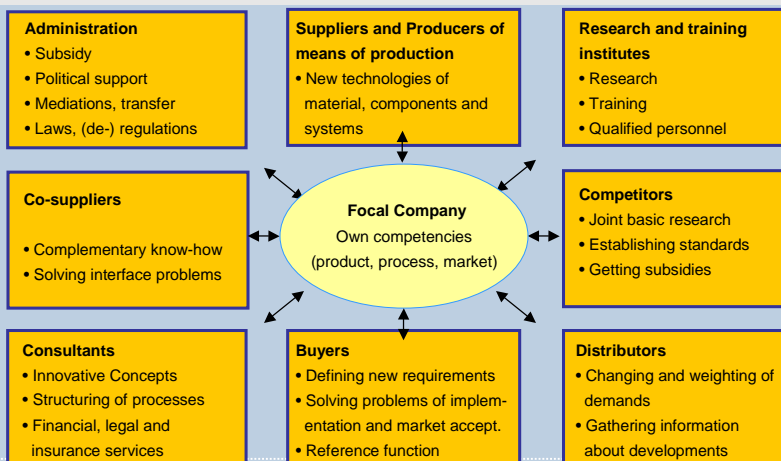
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Beyond a customer relationship, there is a network of relations

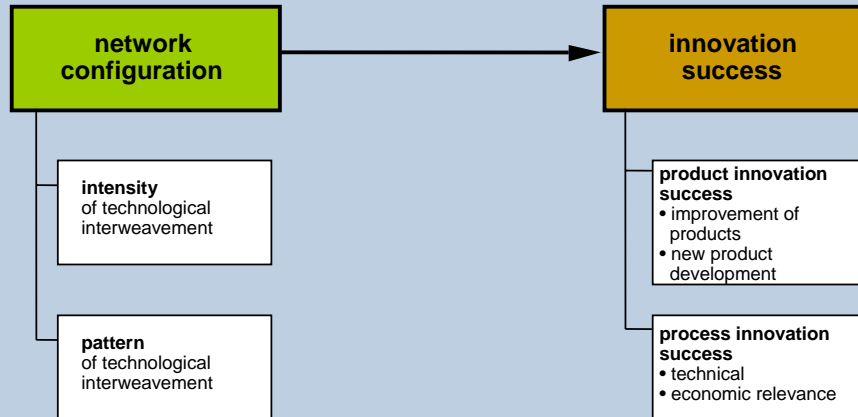


Many actors may contribute to a firm's innovation process

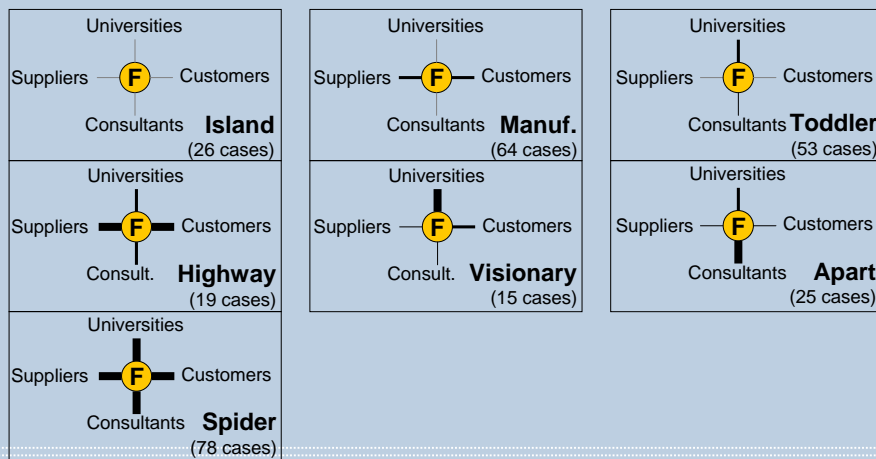


(Gemünden 1990)

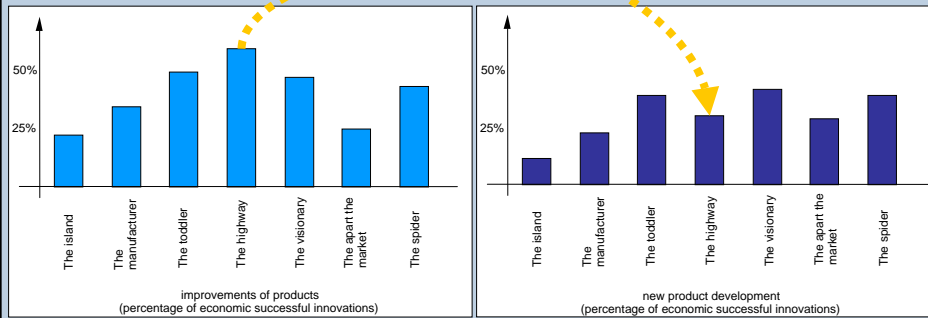
Interconnections between relationships are related to success



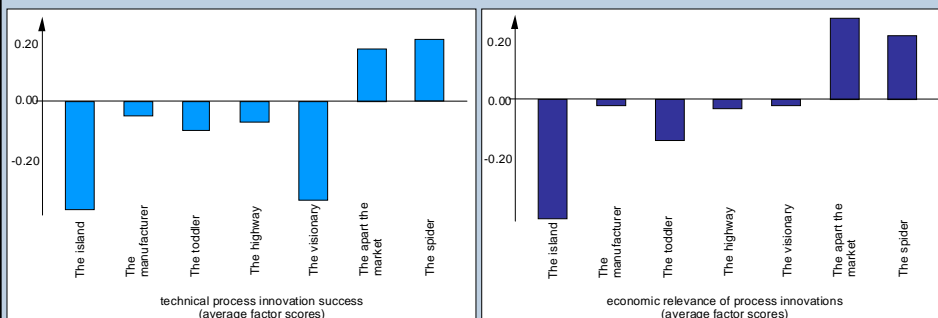
Seven configurations were identified



Customer dominance is poison for radical innovations

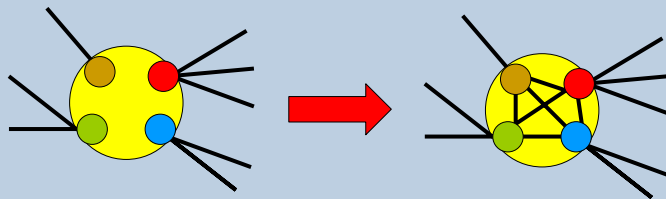


Customer dominance does not support process innovations



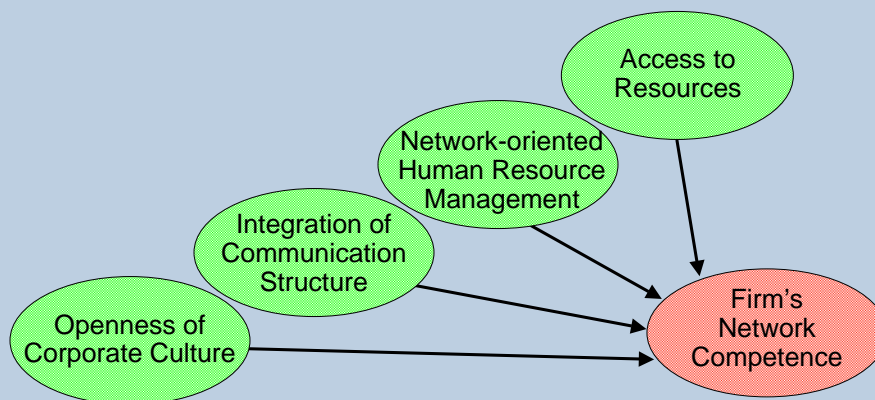
Marketing's role in networks is multiplex

- Align innovation aim with network configuration
- Need to control customer dominance
- Need for internal coordination



Mirroring the external environment

Network competence can be actively developed

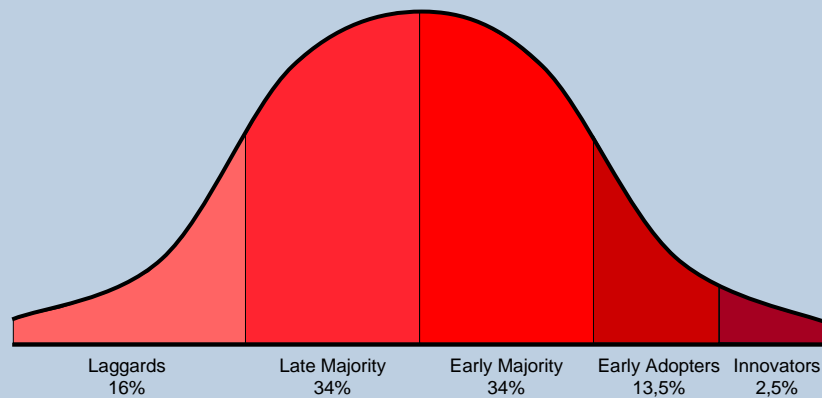


(Ritter 1999)

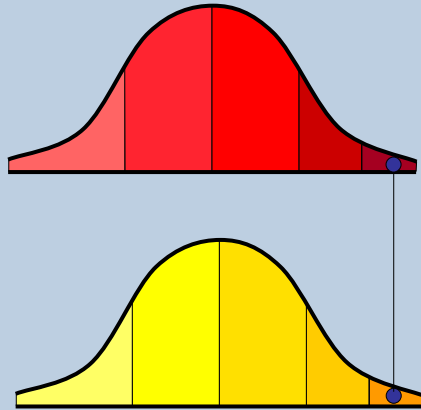
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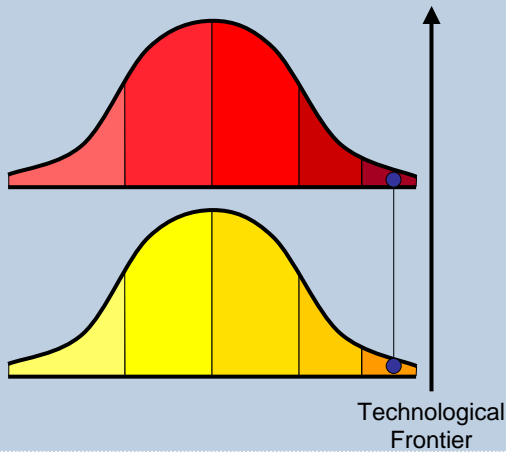
Business as usual: innovation diffusion



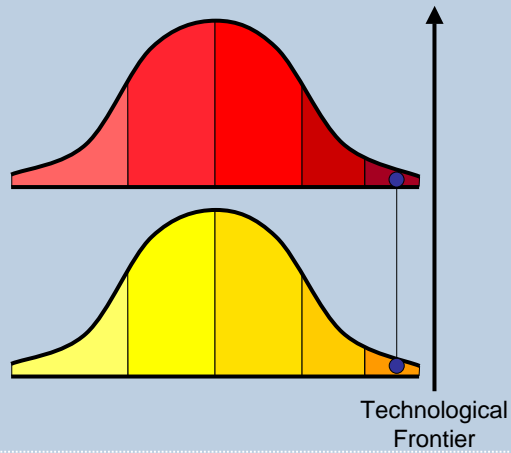
Business as usual: relationship evolution



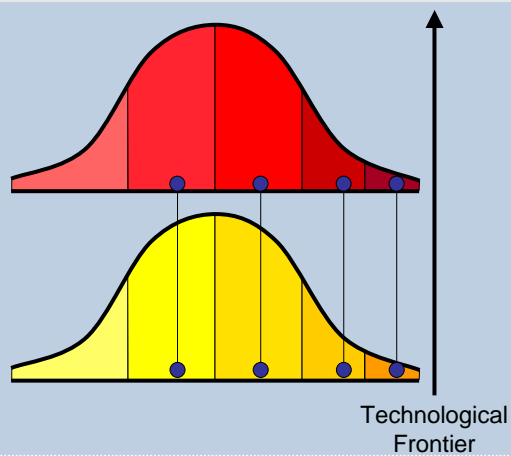
Case 1: Explorative long-term relationship



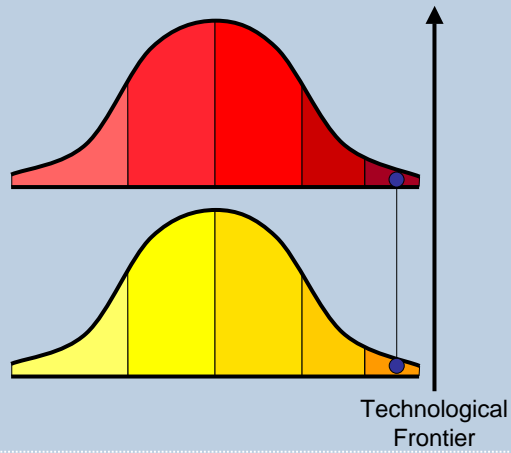
Case 2: Exploitive long-term relationship



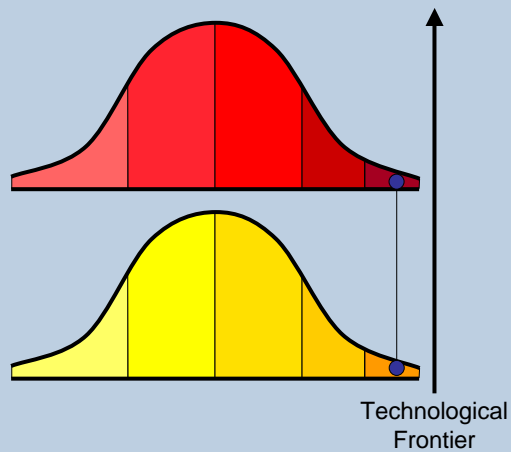
Case 3: Integrative long-term relationship



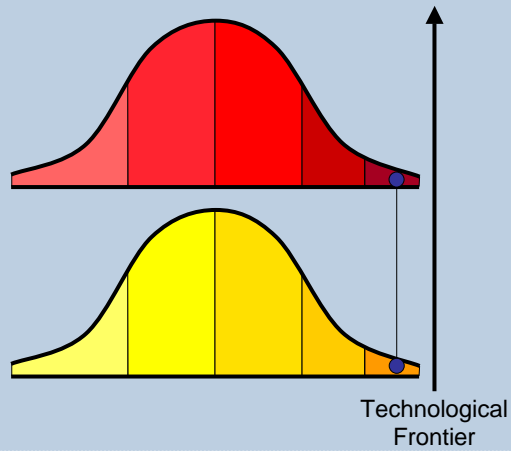
Case 4: Lacking behind



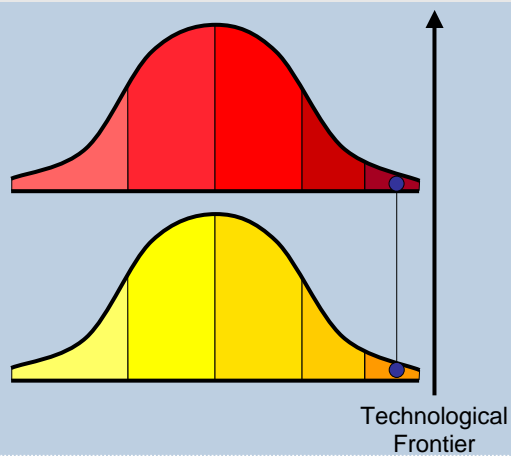
Case 5: Lacking behind



Case 6: Innovating out of the market

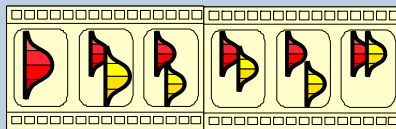


Case 7: Over-demanding customers



Marketing has to monitor diffusion

- Analyzing diffusion speed in buyer and seller markets
- Analyzing existing customers' positions
- Analyzing potential customers' position

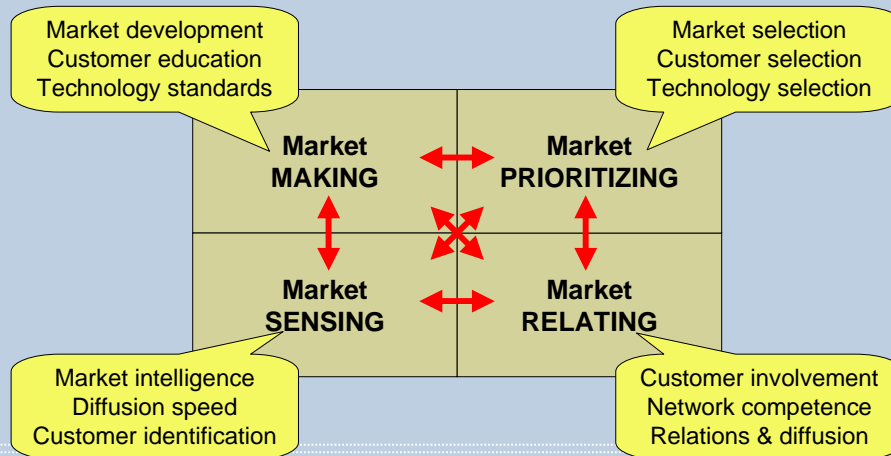


Which movie are we in?

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- 2 Innovation in networks
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Marketing activities can be divided into four categories



(Ritter 2005)

And always remember the network around you



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