



John Smith

Director, Product Innovation

WEEK **20** OF **96**

3 OF **20** ADOPTERS



ORGANIZATIONAL PHASE OF ADOPTION



CREDIBILITY

10 OF **10**

CHANGE EFFICIENCY RATIO

0.15 MEDIUM

PREPARE:



ANALYZE:



DECIDE:



Scenario Introduction



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SCENARIO 1

Role: Director of Product Innovation

SPECTRUM
SUNGLASSES

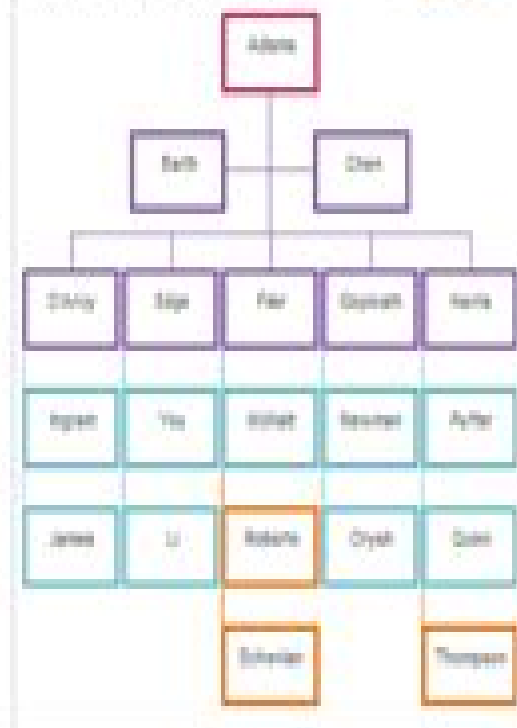
You studied environmental science in college and are active in many environmental causes. You believe deeply in the potential for the sustainability initiative to foster innovative R&D and a broader product portfolio at Spectrum, and you are willing to stake your career on its success. You aggressively lobby your friend and mentor, Deborah Edge, about the benefits of this initiative.

You are Director of Product Innovation within the Research & Development unit of Spectrum Sunglasses Company. Spectrum's immediate future looks bright as the company enters its second decade of operations. Externally, the consumer sunglasses market is growing again, and competitive-pricing pressures have subsided. The company recently rehired some of the workers laid off during the last recession, and many departmental budgets have been restored to well-funded, pre-recession levels. You are especially proud that one potential new product design has received positive focus group feedback after the first phase of development, and some exciting branding deals with Hollywood celebrities are under negotiation. Everyone at Spectrum Sunglasses is looking forward to growth and enhanced earnings.

While you generally feel very positive regarding the situation at Spectrum, you have noticed that the topic of sustainable economic development and the link between sustainability and innovation is featured in many of the professional articles you read, such as "Why Sustainability is Now the Key Driver of Innovation." You are frustrated that you don't have any new sunglasses products to offer to the

ORGANIZATIONAL CHART

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Harvard Business Marketing Simulation Answers

TD Snyder



Harvard Business Marketing Simulation Answers:

Decoding **Harvard Business Marketing Simulation Answers**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Harvard Business Marketing Simulation Answers**," a mesmerizing literary creation penned by a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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