

# Download File PDF Innovation Diffusion And New Product Growth Models A Critical Review And Research Directions

#Jenny



*Finally I get this ebook, thanks for all these I can get now!*

---

#Rio



*Cool! I'am really happy*

---

#Markus Jensen



*I did not think that this would work, my best friend showed me this website, and it does! I get my most wanted eBook*

---

#Hun Tsu



*wtf this great ebook for free?!*

---

#Che Salsa



*My friends are so mad that they do not know how I have all the high quality ebook which they do not!*

---

#Diego Butler



*so many fake sites. this is the first one which worked! Many thanks*

---



## References



- Bass, F.M. (1969) A new product forecasting model for consumer durables, *Marketing Science*, 15 (2), 215-27.
- Mahajan, V., Muller, E. and Bass, F.M. (1990) New product diffusion models in marketing: a review and directions for research, *Journal of Marketing*, 54 (January), 1-26.
- Mahajan, V. and Muller, E. (1998) When is it worthwhile targeting the majority instead of the innovators in a new product launch? *Journal of Marketing Research*, 35 (November), 488-495.
- Moore, G.A. (1991) *Crossing the chasm*, New York: Harper Collins.
- Rogers, E.M. (1995) *Diffusion of innovations*, 4<sup>th</sup> Ed. New York: Free Press.

[Download PDF version of :](#)

**Innovation Diffusion And New Product Growth Models A Critical Review And Research Directions**