

Methods for Stimulating Creativity and Innovation in Marketing

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Abstract

Creativity and Innovation are integral to marketing, to enhance competitiveness and bring about product innovation. Creativity is important both for day-to-day marketing decision making and for judgement of creative marketing work like advertising campaigns and other forms of integrated marketing communications. Organizations need to set up processes to bring about product innovation and development of new products. Marketing professionals need to strengthen their creative and innovative skills to be able to compete in today's dynamic market. This paper will identify strategies that will stimulate creativity and innovation amongst marketing professionals in India.

Key Words: Creativity, Innovation, Advertising, New Products

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