

According to Nagji and Tuff (2012) an innovation strategy includes adding convenience or new packaging luring existing customers and motivating new customer purchases, expanding into new markets, creating new products/services, and entering new markets (as cited in Lamb, Hair & McDaniel, 2018).

Reference

Lamb, C. W., Hair, J. F., & McDaniel, C. (2018). MKTG (11th ed.). Boston, MA: Cengage.