

Innovating out of the downturn



View video clip: http://news.bbc.co.uk/1/hi/england/west_midlands/7749147.stm

Questions

Define the term “innovation”

Which part of the marketing mix is most closely associated with innovation?

What is innovative about Twyford’s new toilet and why might it appeal to customers?

Identify two problems that small businesses often face when they try to innovate