

CERCETĂRI APLICATIVE PRIVIND CÂTEVA COORDONATE ALE INOVĂRII ÎN FIRME (I)

APPLICATIVE RESEARCHES CONCERNING A FEW COORDINATES OF INNOVATION IN COMPANIES (I)

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Abstract: The objectives of the research were to identify companies' opinion in terms of: periodically evaluation and surveys of customer needs and satisfaction, the level of clients receptivity for innovative products; how the company defines its product prices.

Keywords: level on innovation; product prices; needs and satisfaction