

Innovative marketing services in business practice

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Abstract

The paper reports theory of marketing service innovation and examines research data on how enterprises use marketing services, how they define their innovativeness and perceive them as value generators. The authors break marketing services into advertising services and market-research services. Intense competition characterizes both. The big number of entities providing marketing services and the dynamic development of techniques and solutions applied by them drive this competition. The main conclusions are: (1) The level of service innovativeness depends on a company context (its size, scope of operations, and business locations). (2) Enterprises evaluate marketing services which they can access as generally innovative and potentially beneficial. This is true specially to advertising services – the vast majority of enterprises making use of them assess their impact on competitiveness as at least positive. The limitation of the study relates to the subjectivity of the term "innovation" in marketing and the fact that the understanding of innovation varies across enterprises.

Keywords: *marketing services; advertising services; innovation*

Track: Services Marketing