Topic 9 – Innovation and markets

**Use your own words where possible**

**9.1 Corporate Strategies**

Describe what a pioneering strategy is.

Describe what an imitative strategy is.

Write notes under the heading t*he relative success of pioneering and innovative strategies.*

How did Apple® first colonise the MP3 market?

How is market development designed to grow a business?

Define product development and describe an example.

Define market penetration.

Describe how product diversification aims to attract a new customer base. Describe an example.

What does a corporate strategy refer to?

What does a corporate social responsibility (CSR) involve?

Name the areas that the ‘Corporate Citizens’ and ‘Black List’ report on.

What is a major criticism of CSR?