

CREATING VALUE THROUGH INNOVATIVE MANAGEMENT - IDEA COMPANIES

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Abstract:

Economics thinks about values only in one way - if something doesn't have price, it is worthless. That narrow perspective creates many negative phenomena in global. Nowadays, creating the value in the soft-business way of thinking could be the key to build competitive advantage of company. The thing is to set the customer as a partner, as a co-funder, the person who follows common ideas with our firm. Idea-Companies are innovative conception and concomitantly, could be the answer for the biggest questions and difficulties which whom today's firms contend with. Vision in which company giving us their heart, their soul by sharing interesting content and making us feel like we are the part of something bigger - something important, creates the caring image that could be helpful to build a durable connection with customer. Authors will follow the key processes which are setting in that type of companies and point out significant differences in traditional and innovative methods of management. Moreover, they will prospect the innovative strategy which includes all the ways that we need to know to build a strong relation with customer and try to present the crucial patterns of cutting-edge activities.

Keywords: creating values, idea-company, fair trade, open eyes economy, relation strategy