**INNOVATION AND BUSINESS PERFORMANCE Learning outcome 4: ACTIVITY 3**

## **Independent study of: Sun Ray (or alternative)**

**“Why Sun Ray failed to shine”**

The failure of a good and innovative product that was moving to the early majority phase of the innovation life cycle highlighting roles of management and differing goals in a business and the results the cause.

 Read (2009) "Why Sun Ray failed to shine: “Innovation trauma” hinders new product", Human Resource Management International Digest, Vol. 17 Issue: 2, pp.8-10. (This article will be available in your online student resources.)

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| Learning points |
| How can you apply this information? |
| How will you use it in your studies? |
| Revision notes |