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Many tell us the book, *New Product Blueprinting: The Handbook for B2B Organic Growth*, has changed their careers. It certainly presents an entirely new view of how a B2B company can achieve profitable, sustainable organic growth. Also, check out these three e-books... on B2B growth leadership, B2B voice-of-customer and B2B product launch.

*Books & E-books - The AIM Institute*

Dan Adams is the founder and president of the AIM Institute, and author of “*New Product Blueprinting: The Handbook for B2B Organic Growth*.” In over 35 years working within and with Fortune 500 corporations, he has explored all aspects of B2B innovation, building *New Product Blueprinting* from the ground up.

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