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Winning at New Products: Creating Value Through Innovation ...

by Robert G. Cooper : Winning at New Products: Creating Value Through

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Developing true innovations and bold new products is a challenge in today's business environment, leading many companies to shift toward smaller, less ambitious innovation attempts.

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Those best practices embedded within today's Stage-Gate are now based on studies of thousands of successful new-product developments and hundreds of companies, and reveal what the winners do differently from the rest. The emphasis in this fourth edition of *Winning at New Products* is on bold innovation. I've watched as companies, a few industries excepted, have shifted their innovation efforts from true innovations and major projects to much smaller and less ambitious attempts over the last ...

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Winning at New Products: Pathways to Profitable Innovation 3 innovation strategy are listed in Exhibit 2, along their

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impacts—insights into whether each element separates the best from worst performers. Strategy begins with the goals for the business's product innovation effort, and how

Winning at New Products: Pathways to Pro? table Innovation

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Winning at New Products: Pathways to Profitable Innovation 6 the strategy may be to be the industry innovator, the first to the market with new products; or to be a “fast follower”, rapidly copying and improving upon competitive entries.

*Winning at New Products: Pathways to
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development is vital to corporate growth and how to maximize your chances of success.

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Winning at New Products: Creating Value Through Innovation by Cooper, Robert G. 4th edition (2011). ISBN

978-0-465-02578-7 Comment: An explanation of a gated process system for New Product Introduction. The Stage-Gate® idea-to-launch system is based on 35 years of study of over 3000 new product projects. Best

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"[Winning at New Products] has been a mainstay of product-development literature for fifteen years." ? Journal of Product Innovation Management "

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Winning at New Products: Creating Value Through Innovation ...

Developing and launching a steady stream of new product successes is no easy feat, however. Only one product concept out of seven becomes a new product winner; and 44% of businesses' product development projects fail to achieve their profit targets

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(Copper, Edgett, & Kleinschmidt, 2002a, 2003).

Innovation

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