

This book contains a major new section on the practicalities of implementing the game plan, drawn from years of putting the authors's strategies to work. In addition, the book addresses present-day business conditions which require much faster development times and a multinational perspective. You will learn how to :

- Get great new product ideas from your customers
- Screen and prioritize new products projects
- Incorporate customer input for design and development of products
- Conduct proper concept analyses and test markets
- Develop a market launch plan to generate new product sales
- Develop and implement a new product game plan
- Accelerate the process to speed your new products to market

