

This book provides the management approach, with the perspective of marketing. People who have used the first eight editions of this book know its unique view points on the subject. But for newcomers, and of course all student are newcomers, here are some them :

1. Product innovation is one single operation in an organization.
2. The field is still new enough that it lacks a systematic language.
3. Ideas learned without application are only temporary residents in your mind
4. As much as we would like them and have diligently tried to find them we believe there is no standard set of procedures for product innovators, nor particular sets for makers of consumer packaged goods, or of consumer durables, industrial goods, service, and so on.
5. Next, there is the halo effect, whicj is the problem in the field of new products.
6. An example of this lies in rejection of the belief that new product strategy should rest on the best of either technology or market.
7. Last, we have tried to implement more clearly the view that two things are being developed-the product and the marketing.

