

This book is about what it takes to create those breakthrough products. Drawing upon nearly a decade of advanced research, Jonathan Cagan and Craig M. Vogel identify the key factors associated with successful innovation-and offer a revolutionary approach to building tomorrow's great products.

- Gain real insight into emerging trends-in both consumer and industrial markets
- Identify Product Opportunity Gaps that can lead to entirely new markets
- Navigate the “Fuzzy Front End” of the product development process, when products and markets aren't yet defined
- Make appropriate use of both qualitative and quantitative tools
- Connect strategic planning and brand management to product development
- Build diverse product teams that work together smoothly

Creating Breakthrough Products transforms innovation from serendipity to science, giving you tools for creating products that change the rules of the game and achieve significant competitive advantage.

