



Creating Breakthrough Products: Innovation from Product Planning to Program Approval (paperback)

Craig M. Vogel, Jonathan Cagan

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Creating Breakthrough Products identifies key factors associated with successful innovation, and presents an insightful and comprehensive approach to building products and services that redefine markets -- or create new ones. Learn to identify Product Opportunity Gaps that can lead to enormous success; control and navigate the "Fuzzy Front End" of the product development process; and leverage contributions from diverse product teams -- while staying relentlessly focused on your customer's values and lifestyles.

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