



# Successful Product Innovation: A Collection of Our Best

*Robert G. Cooper, Scott J Edgett*

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## **Successful Product Innovation: A Collection of Our Best** Robert G. Cooper, Scott J Edgett

Stellar new product development is no accident - it is the result of a disciplined, systematic approach based on best practices. This book is a collection of 18 articles, handpicked by the authors, that span the practices critical for success; from generating breakthrough new ideas, accelerating the Stage-Gate Idea-to-Launch process, improving project selection with portfolio management and developing a product innovation and technology strategy.

Over the years, research has yielded insights into the secrets of success and best practices in product innovation. This selection of carefully chosen readings and articles strategically focuses on the four points of performance that drive a business's new product success, illustrated in the Innovation Diamond™:

- Product Innovation and Technology Strategy
- Portfolio Management
- Stage-Gate Idea-to-Launch system
- Climate, Culture and Leadership.

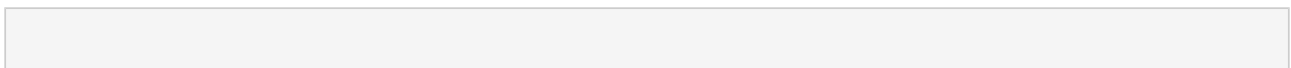
Succeeding at product innovation has less to do with luck and more to do with a well designed and disciplined approach. These four points of performance provide the framework for successful product innovation. Read this book, authored by the most influential innovation thought leaders, and learn how to succeed in new product development.

## **The Most Comprehensive Collection Of Best Practices**

- Understand the key practices that separate the top performers from the rest
- Learn how leading companies generate breakthrough new products
- Discover what causes the gaps between the best and the worst
- Learn the processes, methods and approaches that enable improved performance
- Arm yourself with proven methods and ideas for managing an innovation program.

## **Key Topics:**

- How to get maximum returns from your scarce resources and valuable assets
- How to make appropriate investment allocations to critical arenas and project types
- The critical link between the portfolio management and businesses strategy
- Generating breakthrough new product and service ideas
- How to screen for winning products earlier in the process
- Overcoming the crunch in new product development resources
- Successfully implementing a Stage-Gate product innovation process
- Align cross-functional teams and drive new products to market with speed and success
- How top performing companies consistently achieve sales and profit expectations.



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