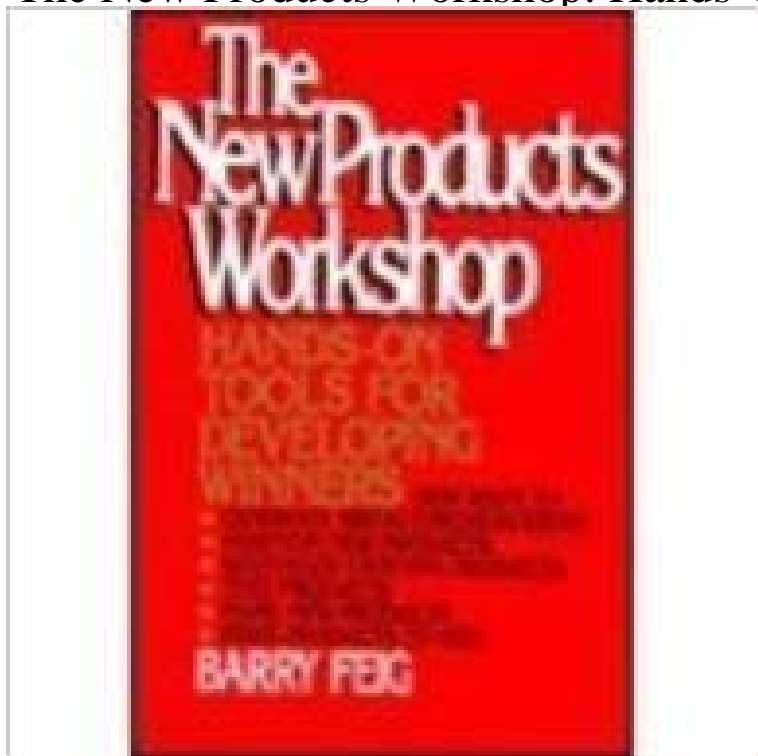


The New Products Workshop: Hands-On Tools for Developing Winners



Many new products fail despite the fact that they've been developed by experienced managers in major corporations. This book aims to show managers how to match their products with consumers needs. Including new product-launch histories, checklists and charts, The New Products Workshop explains each step, from generating workable product ideas to assessing market success potential, from testing the waters before committing a major investment to giving products winning names and introducing them into a receptive marketplace.

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