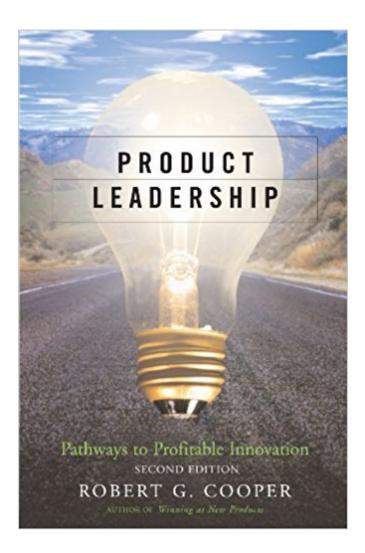# Product Leadership: Pathways To Profitable Innovation

Synopsis

Most businesses fall short of the new product performance achieved by leading firms by a factor of 2 times or more. It's no accident that top performers consistently win at new products. The top 20% of companies earn twice as much for their money. Their success rate in product innovation is closer to 80% while the bottom 20% of companies is closer to 38%. Product Leadership is the advanced course - a comprehensive guide to how executives should think about product innovation. It doesn't just explain what strategies help a company succeed - it illustrates how to go about charting a competitive strategy for product innovation. Showcasing examples from the winners, Dr. Cooper demonstrates that it takes a commitment from all managers to triumph over the competition and become a leader in the new products war.The Innovation Diamond and the Four Points of New Product Performance Learn what distinguishes the top performers from the restDiscover how to create the right climate and culture for product innovation Learn to chart a comprehensive strategy for product innovation Pick winning new products to maximize the return from an R&D investment portfolioDiscover what leaders do to drive their business to optimal results in product development Implement an effective Idea-To-Launch Stage-Gate Process. Key Topics: How to chart a Product Innovation and Technology StrategyAligning your portfolio of projects with your Product Innovation and Technology StrategyBuilding best practices into your Idea-To-Launch Process to achieve a competitive advantageHow Senior Executives can foster a climate and culture that encourages innovationNumerous tools that leading companies use that can be adapted and applied at your company.

Book Information

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Customer Reviews

The most boring business book I have read. After 95 pages, I have yet to gain any 'nuggets' and am disappointed with the poor standard of writing. Not only does Mr Cooper fail to provide actual step by step examples where his process has been followed successfully, quoted statistics are unhelpful and are clearly provided solely to support his case.One extract from the book (page 16/17) tells all:"We find the average success rate of developed products to be about 67%. But averages often fail to tell the whole story: This success rate varies from a low of 0% to a high of 100%, depending on the company!"I don't think one has to read a book to know that statistic!Much of what Cooper writes is common sense and I believe of little value to a dynamic organisation wishing to promote the internal development of breakthrough products and their succesful launch thereafter.I cannot believe that there are not better books available on this subject.

Product Leadership: Pathways to Profitable Innovation Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum FBA: Product Research: Complete Expert Guide: How to Search Profitable Products to Sell on (FBA, Product Research, How to Find the Best Products to Sell on Book 1) Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum The Leadership Pipeline: How to Build the Leadership Powered Company (J-B US non-Franchise Leadership) Drawing for Product Designers (Portfolio Skills: Product Design) Research Methods for Product Design (Portfolio Skills Product Design) Graphis Product Design 2: An International Selection of the Best in Product Design (Graphis Products By Design) (v. 2) Take Charge Product Management: Time-tested tips, tactics, and tools for the new or

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