



# New Product Development: Successful Innovation in the Marketplace

*Erdener Kaynak, Nicholas Mills, Michael Z Brooke*

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Keep ahead of your competitors! New Product Development will help you and your company overcome an expensive and common weakness: the lack of adequate new product development. This vital book examines the requirements of new product development in detail as well as in the context of corporate strategy. Packed with practical information that can immediately be put into effect, New Product Development can help you keep your company on the leading edge, no matter what type of industry you're in! This uniquely insightful volume will help you become a successful innovator by showing you how to plan and execute strategies for developing a continuous flow of new products and services to help you stay ahead of the competition. It demonstrates how innovation, far from being a staff function, is a dynamic line management task. It calls for the same aggressive thrust as marketing and sales, and every officer of the company, from the president on down, has a share in this responsibility. Medium size, small, and even large companies constantly face a mass of problems in achieving successful innovation. New Product Development will help you deal with issues including:

- inaccurate budgeting
- costs exceeding budgets
- faulty market and technical research findings
- flaws in design
- inadequately durable materials
- unforeseen consumer rejection caused by the lack of proper consumer trials
- leakage of plans to competition
- failure by outside suppliers
- missed opportunities for cooperation with outside specialists
- poorly coordinated development staff
- ineffective leadership
- and much more!

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