

# Generating Breakthrough New Product Ideas

**Feeding the  
Innovation Funnel**

**ROBERT G. COOPER  
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# Generating Breakthrough New Product Ideas Feeding The Innovation Funnel

**Jonathan Cagan**



## **Generating Breakthrough New Product Ideas Feeding The Innovation Funnel:**

**Generating Breakthrough New Product Ideas** Robert G. Cooper, Scott J. Edgett, 2009-04 Companies are experiencing a shortage of game changing ideas that drive growth This is a how to book about generating a steady stream of breakthrough new product ideas Experts Dr Cooper and Dr Edgett provide an unbiased evaluation of the top 15 ideation methods used by leading companies This book explains how to feed your innovation funnel with a steady stream of breakthrough new product ideas Through numerous examples of the methods approaches and techniques being used by leading companies such as Motorola and Procter and Gamble the authors confirm the importance of a robust Discovery Stage and illustrate how to implement such a system For more information visit [www.stagegate.com](http://www.stagegate.com)

**Developing Entrepreneurial Mindsets, Ideas, and Opportunities** Heidi M. Neck, Christina Theodoraki, Bethlem Boronat-Clavijo, 2025-01-09 Presenting experiential and rigorously tested methodologies developed by over 40 global entrepreneurship educators this timely guide helps educators add dynamic interactive immersive fun and practice based experiences to their courses It skilfully covers the three most important areas of entrepreneurship education entrepreneurial mindsets idea generation and opportunity evaluation

**Engineering for Sustainability** Gerald Jonker, Jan Harmsen, 2012-05-01 This book provides engineers with the necessary information to design sustainable processes products and value chains It describes the current consensus on sustainable development for four context levels Planet Society Business and Engineers It also presents all required design steps from problem definition via synthesis of potential solutions analysis of solutions improvements to the final solution evaluation For each design step methods and guidelines are provided in relation to the goal of obtaining a sustainable solution a solution that meets both the needs of people and all specific context constraints with regard to the planet and prosperity Provides information on the current consensus on sustainable development for four context levels Planet Society Business and Engineers Offers guidelines for analyzing problems and identifying the best solution for each problem as applicable to a specific situation Provides clear design procedures for implementation of a particular solution Helps engineers to come up with profitable designs which meet environmental constraints Presents the information that engineers need to meet energy water food health and other basic human needs

**Sensory and Consumer Research in Food Product Design and Development** Howard R. Moskowitz, Jacqueline H. Beckley, Anna V. A. Resurreccion, 2012-01-24 During the past thirty years companies have recognized the consumer as the key driver for business and product success This recognition has in turn generated its own drivers sensory analysis and marketing research leading first to a culture promoting the expert and then evolving into the systematic acquisition of consumer relevant information to build businesses Sensory and Consumer Research in Food Product Design and Development is the first book to present from the business viewpoint the critical issues faced by business leaders from both the research development and business development perspective This popular volume now in an updated and expanded second edition presents a unique perspective afforded by

the author team of Moskowitz Beckley and Resurreccion three leading practitioners in the field who each possess both academic and business acumen Newcomers to the field will be introduced to systematic experimentation at the very early stages to newly emerging methods for data acquisition knowledge development and to points of view employed by successful food and beverage companies The advanced reader will find new ideas backed up by illustrative case histories to provide another perspective on commonly encountered problems and their practical solutions This book is aimed at professionals in all sectors of the food and beverage industry Sensory and Consumer Research in Food Product Design and Development is especially important for those business and research professionals involved in the early stages of product development where business opportunity is often the greatest

*Bioentrepreneurship and Transferring Technology Into Product Development* Agarwal, Swati, Kumari, Sonu, Khan, Suphiya, 2021-06-25 In terms of becoming a successful bioentrepreneur there is still much more to learn There are many ways to learn the essential fundamentals of entrepreneurship including through the mistakes of previous businesses and models Increased knowledge and a better understanding of what works can be derived from these previous failures and mistakes Additionally learning from other bioentrepreneurs can help businesses run successfully By looking deeper into business models product development the fundamental concepts of bioentrepreneurship and the essential characteristics of bioentrepreneurs one can become better equipped to understand the role of biological sciences in entrepreneurship specifically the role of product development Bioentrepreneurship and Transferring Technology Into Product Development provides a comprehensive understanding of the role of biological sciences specifically in transforming technology into commercial product This book compiles the theoretical and practical aspects of bioentrepreneurship and discusses the various factors including creating business plans acquiring funding and successful business models The chapters also cover areas such as small scale product development intellectual property rights funding schemes for start ups and new prospective biotechnology product development This book is essential for bioentrepreneurs entrepreneurs product developers scientists practitioners researchers academicians and students interested in product development from a biological science perspective

**Handbook on Business to Business Marketing** Gary L. Lilien, Rajdeep Grewal, 2012-01-01 This insightful Handbook provides a comprehensive state of the art review of business to business marketing It supplies an overview and pioneers new ideas relating to the activity of building mutually value generating relationships between organizations from businesses to government agencies to not for profit organizations and the many individuals within them Comprising 38 chapters written by internationally renowned scholars this Handbook presents perspectives of a variety of issue areas from both an academic and a managerial perspective state of theory and state of practice The material in this compendium includes theoretical and practical perspectives in business to business marketing marketing mix and strategy interfirm relationships personal selling and sales management technology marketing and methodological issues central to business to business markets Published in conjunction with Penn State's Institute for

the Study of Business Markets this extensive volume will expand research and teaching in business to business marketing in academia and will improve the practice of business to business marketing for firms in the industry This path breaking Handbook is targeted primarily at marketing academics and graduate students who want a complete overview of the academic state of the business to business marketing domain It will also prove an invaluable resource for forward thinking business to business practitioners who want to be aware of the current state of knowledge in their domains *Winning at New Products* Robert G. Cooper, 2011-07-12 For more than two decades *Winning at New Products* has served as the bible for product developers everywhere Robert G Cooper demonstrates why consistent product development is vital to corporate growth and how to maximize your chances of success Citing the author s most recent research *Winning at New Products* showcases innovative practices by industry leaders to present a field tested game plan for achieving product leadership Cooper outlines specific strategies for making sound business decisions at every step from idea generation to launch This fully updated and expanded edition is an essential resource for product developers around the world This is a must read There s so much new in this book from how to generate the breakthrough ideas picking the winners and driving them to market successfully Philip Kotler Professor of International Marketing Northwestern University Kellogg School of Management **Creating Breakthrough Products** Jonathan Cagan, Craig M. Vogel, 2002 *Creating Breakthrough Products* describes the new forces driving product development that companies must master if they want to lead and innovate It is a step by step guide to the new ideal in product development **What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services** Anthony Ulwick, 2005-09-06 A world renowned innovation guru explains practices that result in breakthrough innovations Ulwick s outcome driven programs bring discipline and predictability to the often random process of innovation Clayton Christensen For years companies have accepted the underlying principles that define the customer driven paradigm that is using customer requirements to guide growth and innovation But twenty years into this movement breakthrough innovations are still rare and most companies find that 50 to 90 percent of their innovation initiatives flop The cost of these failures to U S companies alone is estimated to be well over 100 billion annually In a book that challenges everything you have learned about being customer driven internationally acclaimed innovation leader Anthony Ulwick reveals the secret weapon behind some of the most successful companies of recent years Known as outcome driven innovation this revolutionary approach to new product and service creation transforms innovation from a nebulous art into a rigorous science from which randomness and uncertainty are eliminated Based on more than 200 studies spanning more than seventy companies and twenty five industries Ulwick contends that when it comes to innovation the traditional methods companies use to communicate with customers are the root cause of chronic waste and missed opportunity In *What Customers Want* Ulwick demonstrates that all popular qualitative research methods yield well intentioned but unfitting and dreadfully misleading information that serves to derail the innovation

process Rather than accepting customer inputs such as needs benefits specifications and solutions Ulwick argues that researchers should silence the literal voice of the customer and focus on the metrics that customers use to measure success when executing the jobs tasks or activities they are trying to get done Using these customer desired outcomes as inputs into the innovation process eliminates much of the chaos and variability that typically derails innovation initiatives With the same profound insight simplicity and uncommon sense that propelled The Innovator s Solution to worldwide acclaim this paradigm changing book details an eight step approach that uses outcome driven thinking to dramatically improve every aspect of the innovation process from segmenting markets and identifying opportunities to creating evaluating and positioning breakthrough concepts Using case studies from Microsoft Johnson Johnson AIG Pfizer and other leading companies What Customers Want shows companies how to Obtain unique customer inputs that make predictable innovation possible Recognize opportunities for disruption new market creation and core market growth well before competitors do Identify which ideas technologies and acquisitions have the greatest potential for creating customer value Systematically define breakthrough products and services concepts Innovation is fundamental to success and business growth Offering a proven alternative to failed customer driven thinking this landmark book arms you with the tools to unleash innovation lower costs and reduce failure rates and create the products and services customers really want

**New Product Development For Dummies** Robin Karol, Beebe Nelson, 2007-05-07 The global consumer product market is exploding In 2006 alone 150 000 new products were brought to market Now for the bad news of those fewer than 5% were hits and fewer than 15% will even exist five years from now Written for small business owners and entrepreneurs looking for an inside track on new product development New Product Development for Dummies offers you a unique opportunity to learn from two consummate insiders the secrets of successfully developing marketing and making a bundle from a new product or service You learn proven techniques for sizing up market potential and divining customer needs You get tested in the trenches strategies for launching a new product or service And you get a frank in depth appraisal of the most challenging issues facing new product developers today including the need to collaborate with global partners optimizing technology development for a 21st century marketplace getting start up capital in an increasingly competitive environment and much more Key topics covered include Developing a winning NPD strategy Generating bold new ideas for products and services Understanding what your customers really want Keeping projects on track on budget and on time Building effective cross functional teams Planning and executing a blockbuster launch Collaborating with global partners Maximizing your chances for success No matter what size or type of business you re in this book provides you with an unbeatable competitive advantage in the booming global marketplace for new products and services

*Creating Breakthrough Products: Innovation From Product Planning To Program Approval* Jonathan Cagan, 2001 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 Breakthrough! Paul Kurnit,Steve Lance,2011 Finally a user s guide for thinking outside the box Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (Special Second Edition) Craig M. Vogel,Jonathan Cagan, **Successful Product Innovation** Robert G. Cooper,Scott J. Edgett,2009 How do top performing companies achieve and sustain exceptional performance in product innovation According to world renowned product innovation experts Robert G Cooper and Scott J Edgett companies broaden their approach and focus on the four points of the Innovation Diamond Product Innovation Strategy Portfolio Management Culture and the Stage Gate Idea to Launch process The authors offer compelling evidence best practices and practical advice for successful implementation of the Innovation Diamond This impressive collection of eighteen of their best and most popular articles leverages over three decades of conducting some of the world s most celebrated research on the topic of product innovation Creating Breakthrough Products Jonathan Cagan,2013 Product Innovation and Technology Strategy Robert G. Cooper,Scott J. Edgett,2009 Backed by years of rigorous academic research and industry experience this book brings together the salient points of effective product innovation strategic management and innovation governance In this book two of the world s foremost experts Dr Robert G Cooper and Dr Scott J Edgett take you step by step through the critical phases of developing your own product innovation strategy a master plan for your business s entire new product effort No other business authors give you this kind of uncomplicated narrative informed by significant industry experience and with examples of outside the box thinking This ist your guide to setting your company up for dominance in the marketplace

Breakthrough Innovation for New Product Development IBC UK Conferences Ltd,1997 **Winning At New Products** Robert G. Cooper,1993-09-20 Getting high quality new products to market on time is one of the most crucial aspects of succeeding in business It s also the most difficult to achieve With Winning at New Products you will be better prepared to create and execute a winning game plan for launching innovative and market driven new products Successfully implemented by such companies as DuPont Exxon Proctor Gamble and Corning the systematic game plan presented leads you step by step along the road to success from generating product ideas to launching them to consumers This second edition contains a major new section on the practicalities of implementing the game plan drawn from years of putting the author s strategies to work In addition the book addresses present day business conditions which require much faster development times and multinational perspective You will learn how to Get great new product ideas from your customers Screen and prioritize new product projects Incorporate customer input for design and development of products Conduct proper concept analyses and test markets Develop a market launch plan to generate new product sales Develop and implement a new product game plan Accelerate the process to speed you new products to market and much more You will also discover the 15 key lessons for new

product success and be able to anticipate the many pitfalls      **Breakthrough Innovation** Dortha Steiger, 2021-02-27 The goal of any entrepreneur is to build something customers want for a problem they're willing to pay for Yet 90% of businesses fail because they can't get anyone to buy Why is this the case This method is based on pattern recognition of the timeless principles and key practices used by successful entrepreneurs to repeatedly innovate These processes and principles have now been distilled into a handbook to guide entrepreneurs and innovative product managers to victory      **Creating Innovative Products and Services** Gijs van Wulfen, 2016-05-13 Really new products and services are scarce yet the need for them is huge That's why Innovation is an important managerial instrument but many of us struggle with how to approach it Gijs van Wulfen's *Creating Innovative Products and Services* is an essential read for anyone involved in new product or service design brand development new business development or organizational development because it unfuzzies the front end of innovation with practical tools effective checklists and an inspiring innovation route map Gijs van Wulfen explains how to Build a committed ideation team compile a concrete innovation assignment and identify opportunities Explore trends technology and potential customers then choose the most positive opportunities and customer insights to transfer to the next step raise ideas Develop twelve new promising innovative product or service concepts Check the concepts in qualitative research among potential clients and improve them Work the best into a tangible mini business case per product idea and present them for decision making and adoption in the regular stage gate development process The effective 5 step FORTH method presented in this book will jump start your product and service innovations The success of this practical approach is highlighted in a case study of one of the largest insurance companies in The Netherlands Univ VGZ IZA Trias and is suitable for both business to consumer and business to business markets *Creating Innovative Products and Services* has been written for directors managers advisors and innovation specialists in organisations who are responsible for or involved in product innovation In it you will find practical guidance through every stage



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## **Table of Contents Generating Breakthrough New Product Ideas Feeding The Innovation Funnel**

1. Understanding the eBook Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - The Rise of Digital Reading Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - Advantages of eBooks Over Traditional Books
2. Identifying Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - User-Friendly Interface
4. Exploring eBook Recommendations from Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - Personalized Recommendations
  - Generating Breakthrough New Product Ideas Feeding The Innovation Funnel User Reviews and Ratings
  - Generating Breakthrough New Product Ideas Feeding The Innovation Funnel and Bestseller Lists
5. Accessing Generating Breakthrough New Product Ideas Feeding The Innovation Funnel Free and Paid eBooks
  - Generating Breakthrough New Product Ideas Feeding The Innovation Funnel Public Domain eBooks
  - Generating Breakthrough New Product Ideas Feeding The Innovation Funnel eBook Subscription Services
  - Generating Breakthrough New Product Ideas Feeding The Innovation Funnel Budget-Friendly Options
6. Navigating Generating Breakthrough New Product Ideas Feeding The Innovation Funnel eBook Formats
  - ePub, PDF, MOBI, and More
  - Generating Breakthrough New Product Ideas Feeding The Innovation Funnel Compatibility with Devices
  - Generating Breakthrough New Product Ideas Feeding The Innovation Funnel Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - Highlighting and Note-Taking Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - Interactive Elements Generating Breakthrough New Product Ideas Feeding The Innovation Funnel

8. Staying Engaged with Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
9. Balancing eBooks and Physical Books Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - Setting Reading Goals Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - Fact-Checking eBook Content of Generating Breakthrough New Product Ideas Feeding The Innovation Funnel
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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