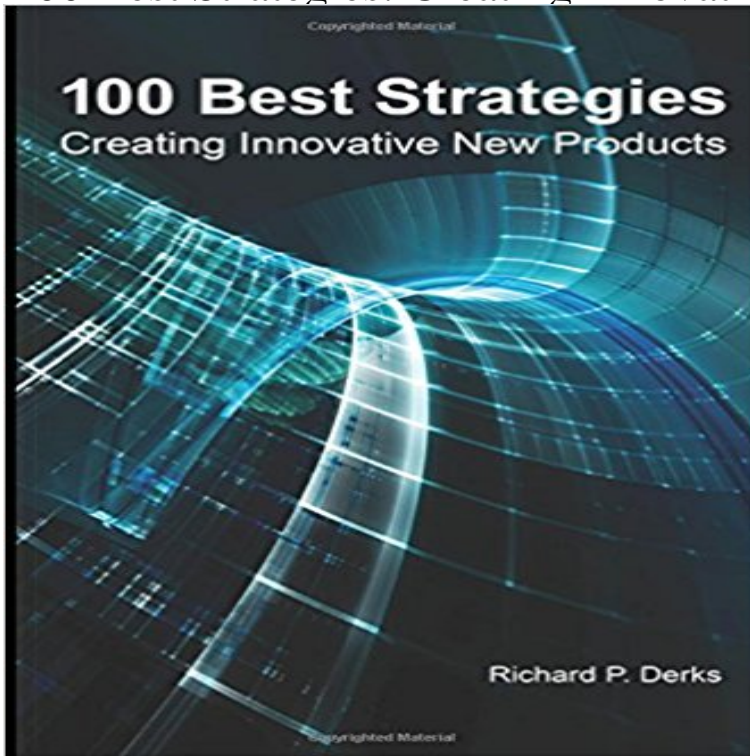


100 Best Strategies: Creating Innovative New Products (Volume 1)



Innovation360 founder and instructor at the Illinois Institute of Technology, Richard Derks, has written a simple, yet powerful guide to the best strategies for developing innovative new products. It is estimated that between 30-50% of companies' revenues are generated by new products. Yet, many companies struggle in coming up with innovative new product ideas. This book is an action-oriented guide to best strategies for developing innovative new products. The 100 strategies outlined in this book are based on extensive benchmarking of innovative companies, an intensive review of published literature, and the author's accomplished career as a product developer, marketer, and general manager. The book is written in an easy-to-use checklist and workbook format. The 100 strategies are organized into three main chapters: Creating the Right Environment" Involving the Right People" Following the Right Process. The checklist format makes this book quick to read, and easy to assimilate. Examples are provided to illustrate some of the more complex strategies. The author recommends you read through the book twice: the first time for understanding, and the second time for choosing the strategies to apply at your company. Thereafter, the book serves as a valuable reference" helping you take a fresh perspective when you need to come up with innovative new product ideas.

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