

Librería
Bonilla y Asociados
desde 1950



Título: Creating Breakthrough Products: Innovation From Product Planning To Program Appr

Autor: Cagan / Vogel

Precio: \$351.89

Editorial:

Año: 2001

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780139696947

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.