



Product Innovation and Technology Strategy

Robert G. Cooper, Scott J. Edgett

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Achieve dominance in the marketplace by implementing a product innovation strategy to guide your company's product innovation efforts, investment decisions and resource allocation. World-renown innovation experts, Dr. Robert G. Cooper and Dr. Scott J. Edgett lead you through a powerful executive framework for developing and implementing a product innovation strategy, complete with numerous examples and useful tips. The authors offer a comprehensive guide to help companies develop and implement an effective product innovation strategy. Emphasis is placed on selecting strategic arenas, developing attack plans and determining the resource commitments needed to successfully deploy your innovation strategy. This book, complete with a rich set of real-life examples, brings together the salient points of effective product innovation and strategic management to direct your innovation efforts.

A product innovation strategy is the master plan that provides direction for your business's new product development efforts and it is the essential link between these efforts and your business strategy.

The authors offer a comprehensive guide to help companies develop and implement an effective product innovation strategy. Emphasis is placed on selecting strategic arenas, developing attack plans and determining the resource commitments needed to successfully deploy your innovation strategy. This book, complete with a rich set of real-life examples, brings together the salient points of effective product innovation and strategic management to direct your innovation efforts.

Your Guide To Dominance in the Marketplace

- Uncover the essential elements of a product innovation strategy and their impact
- Learn to define objectives and identify your strategic arenas for innovation
- Discover the critical link between portfolio management and your innovation strategy
- Achieve high impact results by prioritizing projects with the greatest strategic alignment
- Learn to optimize your scarce resources - focus your ideation and innovation efforts

Key Topics:

- The critical drivers of success in product innovation
- Key steps to develop a product innovation and technology strategy
- How to target strategic arenas and create strategic roadmaps
- Leveraging core competencies to develop the right attack strategy
- Discovering the impact of effective portfolio management on business performance
- Using strategic buckets to drive the right mix and balance of projects

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