



New Product Success Stories: Lessons from Leading Innovators (Hardback)

By Robert J. Thomas

John Wiley and Sons Ltd, United States, 1994. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.What are the secrets behind such spectacular new product successes as Slim-Fast, Cellular One, and Phillips CD? How did Snapple, MCI Friends and Family, MTV, and The Body Shop emerge from obscurity to become household names, seemingly overnight? Find out in New Product Success Stories , a book that takes you behind the scenes of 24 of the biggest new product success stories of the past few years. From repeat purchase and durable products such as Lever 2000 and Ford Taurus, to major technologies such as Cellular One, from services like Courtyard by Marriott, to retailers such as The Body Shop International, you re given a unique, firsthand look at how a wide range of innovative companies employed a variety of approaches to successfully developing and marketing their new products. New Product Success Stories was designed to help businesspeople to identify and study the factors that have been shown to play a central role in new product success. Consequently, the book is organized according to such vital issues as: Aligning strategic opportunities; Capitalizing on the business environment; Pursuing market...



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