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In this book, Dr. Cooper reveals the critical success factors in product innovation and outlines Stage-Gate™, the most widely-used roadmap for successfully launching new products to market.

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Cooper also brings key insights on picking the right projects, on how top innovators have adapted the Stage-Gate process, and how you can be ' Winning at New Products '.

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Robert G. Cooper demonstrates why consistent product development is so vital to corporate growth and how to maximize your chances of success. *Winning at New Products* cites the author's most recent research and 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.

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by Robert G. Cooper : Winning at New Products: Creating Value Through Innovation ISBN : #0465025781 | Date : 2011-07-12  
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Those best practices embedded within today's Stage-Gate are now based on studies of thousands of successful new-product developments and hundreds of companies, and reveal what the winners do differently from the rest. The emphasis in this fourth edition of *Winning at New Products* is on bold innovation. I've watched as companies, a few industries excepted, have shifted their innovation efforts from true innovations and major projects to much smaller and less ambitious attempts over the last ...

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**Winning at New Products: Pathways to Profitable Innovation** 3 innovation strategy are listed in Exhibit 2, along their impacts—insights into whether each element separates the best from worst performers. Strategy begins with the goals for the business's product innovation effort, and how

*Winning at New Products: Pathways to Profitable Innovation*

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.

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Winning at New Products is a 2001 book. It is now in its 5th edition, "Winning at New Products: Creating Value Through Innovation" 5th ed.. Available as paperback on Amazon. Discover the world's...

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Winning at New Products: Pathways to Profitable Innovation 6 the strategy may be to be the industry innovator, the first to the market with new products; or to be a "fast follower", rapidly copying and improving upon competitive entries.

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*Winning at New Products: Creating Value Through Innovation ...*

Winning at New Products: Creating Value Through Innovation by Cooper, Robert G. 4th edition (2011). ISBN 978-0-465-02578-7

Comment: An explanation of a gated process system for New Product Introduction. The Stage-Gate® idea-to-launch system is based on 35 years of study of over 3000 new product projects. Best

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innovation from PIM MKTG 1270 at Royal Melbourne Institute of Technology

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"[Winning at New Products] has been a mainstay of product-development literature for fifteen years." ? Journal of Product Innovation Management " Winning at New Products by Robert G. Cooper has a clear place on your book shelf and will be most helpful in your innovation battles to explain the many in-built limitations to others less informed yet involved in the decision process."?

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Developing and launching a steady stream of new product successes

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is no easy feat, however. Only one product concept out of seven becomes a new product winner; and 44% of businesses' product development projects fail to achieve their profit targets (Copper, Edgett, & Kleinschmidt, 2002a, 2003).

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