Winning at New Products: Accelerating the Process from Idea to Launch, Third Edition

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For over a decade, *Winning at New Products* has served as the bible for product developers everywhere. In this fully updated and expanded edition, Robert Cooper demonstrates with compelling evidence why consistent product development is so vital to corporate growth and how to maximize your chances of success. By any measure, most product concepts never make it to market, and of those that do, most fail. *Winning at New Products* cites the most recent research and showcases innovative practices at such industry leaders as 3M, Exxon Chemical, and Guinness to present a field-tested game plan for achieving product leadership. Cooper outlines specific strategies for assessing risk, marshalling the appropriate resources, engaging customers in the pre-development discovery phase, evaluating your project portfolio, ensuring true cross-functional collaboration, and, most importantly, applying a rigorous process for making sound business decisions at every step-from idea generation to launch.

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