



# Product Leadership: Pathways to Profitable Innovation

By Robert G. Cooper



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Most businesses fall short of the new product performance achieved by leading firms by a factor of 2 times or more. It's no accident that top performers consistently win at new products. The top 20% of companies earn twice as much for their money. Their success rate in product innovation is closer to 80% while the bottom 20% of companies is closer to 38%.

Product Leadership is the advanced course - a comprehensive guide to how executives should think about product innovation. It doesn't just explain what strategies help a company succeed - it illustrates how to go about charting a competitive strategy for product innovation. Showcasing examples from the winners, Dr. Cooper demonstrates that it takes a commitment from all managers to triumph over the competition and become a leader in the new products war.

## The Innovation Diamond and the Four Points of New Product Performance

- Learn what distinguishes the top performers from the rest
- Discover how to create the right climate and culture for product innovation
- Learn to chart a comprehensive strategy for product innovation
- Pick winning new products to maximize the return from an R&D investment portfolio
- Discover what leaders do to drive their business to optimal results in product development
- Implement an effective Idea-To-Launch Stage-Gate Process.

### Key Topics:

- How to chart a Product Innovation and Technology Strategy
- Aligning your portfolio of projects with your Product Innovation and Technology Strategy
- Building best practices into your Idea-To-Launch Process to achieve a competitive advantage
- How Senior Executives can foster a climate and culture that encourages innovation
- Numerous tools that leading companies use that can be adapted and applied at

your company.

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### Editorial Review

#### Review

"The message: innovate or die! What Cooper introduces to the equation is discipline: setting strategic direction, committing resources to those projects that support it, defining and managing the product development process. As a textbook for preparing for product development war, it's worth having on the bookshelf."

--*Electronic Business*

"Bob Cooper's pioneering work has set the standard for excellence in product development."

-- **Dr. Barry Siadat**

"This...volume is a quite complete package on the management of product development....Cooper's stature as a researcher in the field is superb."

#### From the Inside Flap

Robert G. Cooper's "Stage-Gate" process revolutionized the field of new product development. The process - used by 75% of all businesses today - was laid out in Cooper's classic book *Winning at New Products*, which has become an indispensable part of every business library. *Product Leadership* is the advanced course - a comprehensive guide to how managers should think about product development.

*Product Leadership* is aimed at senior managers and executives to help them lead their businesses to profitable product innovation. The impetus for this second edition is a major new study Cooper has completed - the largest study of product development practices and results ever undertaken. He has analyzed thousands of new successes and failures from hundreds of companies, with a particular emphasis on high-technology products and services. This edition of *Product Leadership* shows:

- how specific companies have organized their new product game plan from idea to launch using a Stage-Gate approach;
- what leaders do to drive their businesses to optimal results in product development;
- what distinguishes the top performers from the rest;
- how to create the right climate and culture for product innovation;
- how to chart a competitive strategy for product innovation;
- how to pick winning new products in order to maximize the return from an R&D investment portfolio.

*Product Leadership* doesn't just explain what strategies are helpful to a company's success - it tells *how much* they help. As we see time and time again, all the promotion in the world won't save a product that somehow isn't right. Robert G. Cooper is the world's leading expert on making sure every new product introduction succeeds.

#### About the Author

**Dr. Robert Cooper**

Dr. Robert G. Cooper is one of the most influential innovation thought leaders in the business world today. He pioneered the original research that led to his many groundbreaking discoveries including the Stage-Gate Idea-to-Launch Process. Now implemented by almost 80% of North American companies, it is considered to

be one of the most important discoveries in the field of innovation management. He has spent more than 30 years studying the practices and pitfalls of 3,000+ new product projects in hundreds of companies and has assembled the world's most comprehensive research on the topic. His presentations and practical consulting advice have been widely applauded by corporate and business event audiences throughout the world making him one of the most sought-after speakers.

A prolific author, he has published more than 100 academic articles and eleven books, including the best selling *Winning at New Products, 3rd Edition*. He is the recipient of numerous prestigious awards including the Crawford Fellow from the Product Development and Management Association (PDMA) and the Maurice Holland Award from the Industrial Research Institute (IRI). Dr. Cooper is a Professor Emeritus of Marketing and Technology Management at the Michael G. DeGroote School of Business at McMaster University in Ontario, Canada and Distinguished Fellow at the Institute for the Study of Business Markets (ISBM) at Penn State University in Pennsylvania, USA.

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#### **Cynthia Caron:**

A lot of people always spent their own free time to vacation or go to the outside with them family or their friend. Do you realize? Many a lot of people spent they free time just watching TV, or playing video games all day long. If you wish to try to find a new activity that's look different you can read the book. It is really fun for you. If you enjoy the book that you read you can spent 24 hours a day to reading a publication. The book Product Leadership: Pathways to Profitable Innovation it is rather good to read. There are a lot of people that recommended this book. We were holding enjoying reading this book. In case you did not have enough space to develop this book you can buy the e-book. You can more easily to read this book from the smart phone. The price is not very costly but this book possesses high quality.

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