



Creating and Marketing New Products and Services

By Rosanna Garcia

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It's no secret that some of the most successful companies, such as 3M, Procter & Gamble, Microsoft, and Mercedes-Benz, are also known for their new product development strategies. **Creating and Marketing New Products and Services** teaches the key business and marketing principles needed to successfully design and launch new products and services in today's global market. It begins by providing the foundation required to understand the role of new product development in the innovating organization.

The book emphasizes marketing research techniques that can help firms identify the voice of the customer and incorporate these findings into their new product development process. It addresses the role of sustainability in innovation, open innovation strategies, and international co-development efforts of new products and services. Explaining how to manage the development and marketing of new products and services, this book will teach you how to:

- Select a new product strategy that matches the needs of your organization
- Set up a disciplined process for new product development
- Define target market opportunities and search out high potential ideas
- Understand customer needs, structure them, and prioritize the needs to clearly define the benefits and values that your product will deliver
- Integrate marketing, engineering, R&D, and production resources to design a high-quality product that satisfies customer needs and delivers value
- Forecast sales before market launch based on testing of the product and the marketing plan

The concepts discussed in the book can help to boost innovation and improve the performance of any type of organization. Some of the concepts presented are generic and others must be modified for each application. Together, they can lead to greater profitability and reduced risk in the new product development activities within your organization.

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Editorial Review

Review

... an important resource for brand managers, product development teams, and marketing scientists who need to understand the analytic methods to designing new products. Thank you, Rosanna for this effective and up-to-date new product development text. We recommend it to students, managers, and analysts interested in successfully developing new products.

?Professor John Hauser and Professor Glen Urban, MIT Sloan School of Management

About the Author

Rosanna Garcia, PhD, is a professor of marketing and innovation at North Carolina State University. She received her PhD from Michigan State University with a major in Marketing and a minor in Complex Systems. Her undergraduate degree in chemical engineering and an MBA with a marketing focus provided her with a background that she utilized in technology-driven companies to develop and market new products and services. After more than ten years in industry, she moved to academia to research topics, such as the diffusion of resistant innovations, the role of environmental sustainability in the innovation process, and the changing role of technology in the marketplace. Dr. Garcia is published in numerous academic journals including Sloan Management Review. She continually updates her knowledge on the innovation process through consulting at companies worldwide.

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