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Business and Management : Innovation/Technology Management

Biazzo, Stefano, Filippini, Roberto

Product Innovation Management

Intelligence, Discovery, Development

- **Introduces a new innovation management model**
- **Presents an integrated and straightforward vision of the complex network of innovation activities and their interdependencies**
- **Provides examples and cases to clarify concepts and methods for successful product innovation**

This book offers new insights into the complex set of activities and decisions of product innovation management. It provides concepts, methods, and tools that can help accelerate the introduction of successful products to the market in an increasingly competitive and changing business landscape. It also offers examples and case studies, and it is the result of more than 20 years of study, research, and consulting carried out by the two authors in the field of innovation management. The book discusses the demanding challenges of product innovation and offers practitioners guidance on how to respond to these challenges. It presents a three-level framework (the "innovation pyramid"), which reflects the core components of a firm's innovation capability: first, intelligence - absorbing information and knowledge from the outside world by looking beyond the familiar territories of the current market, technology, and customers; second, discovery - exploring opportunities for innovation through creative ideation and technology experimentation; and third, development - transforming opportunities into profitable new products and services.

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