

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:**

**Autor:**

**Precio:** \$351.89

**Editorial:**

**Año:** 2001

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9780139696947

Creating Breakthrough Products identifies key factors associated with successful innovation, and presents an insightful and comprehensive approach to building products and services that redefine markets -- or create new ones. Learn to identify Product Opportunity Gaps that can lead to enormous success; control and navigate the "Fuzzy Front End" of the product development process; and leverage contributions from diverse product teams -- while staying relentlessly focused on your customer's values and lifestyles.