Selling Blue Elephants: How to Make Great Products That People Want Before They Even Know They Want Them

By Howard R. Moskowitz, Alex Gofman

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Selling Blue Elephants: How to Make Great Products That People Want Before They Even Know They Want Them, Howard R. Moskowitz, Alex Gofman, Can you remember the world before the iPod? How about the world before chunky tomato sauce or brown mustard? Many of these products came about not through focus groups and polling, but rather through research and development labs and marketers developing the products they knew customers would want, before customers knew they wanted them. Today your customers can actually help you create your next product. Rule Developing Experimentation (RDE) is a solution-oriented learning experience. RDE is the systematized process of designing, testing and modifying alternative ideas, packages, products, or services in a disciplined way so that the developer and marketer discover what appeals to the customer, even if the customer can't articulate the need, much less the solution. The book begins by presenting best practices in the RDE from some of today's top companies: HP, Prego, Vlasic, and Mastercard. It then goes on to examine RDEs use in innovation and design, and goes on to examine its possible uses in the international, political, bioinformatics, and finance areas. Filled...

READ ONLINE
[6.49 MB]

Reviews

An extremely wonderful book with lucid and perfect information. It is one of the most awesome publication i have read. Your life period will probably be enhance the instant you total looking at this pdf.
-- Prof. Dan Windler MD

It is really an amazing publication i actually have at any time read. It is really simplistic but unexpected situations inside the 50 percent of your pdf. Its been written in an exceptionally simple way in fact it is just right after i finished reading this ebook where actually transformed me, alter the way i really believe.
-- Dr. Celestino Spinka III