

New Product Blueprinting The Handbook For B2b Organic Growth

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New Product Blueprinting brings clarity to the fuzzy front end of product development. It is a critical tool for B2B companies that want to develop high-value products that address unmet market needs. Additionally, it engages potential customers as part of the process and is very user-friendly.

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New Product Blueprinting is a completely different step-by-step methodology that we've been refining since 2005. It transforms your product development process and eliminates most commercial risk in the front end of innovation.

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Many tell us the book, New Product Blueprinting: The Handbook for B2B Organic Growth, has changed their careers. It certainly presents an entirely new view of how a B2B company can achieve profitable, sustainable organic growth. Also, check out these three e-books¶ on B2B growth leadership, B2B voice-of-customer and B2B product launch.

Books & E-books - The AIM Institute

Dan Adams is the founder and president of the AIM Institute, and author of ¶New Product Blueprinting: The Handbook for B2B Organic Growth.¶ In over 35 years working within and with Fortune 500 corporations, he has explored all aspects of B2B innovation, building New Product Blueprinting from the ground up.

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