



## Achieving Planned Innovation: A Proven System for Creating Successful New Products and Services (Paperback)

By Frank R. Bacon

SIMON SCHUSTER, United States, 2007. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Despite promising marketing research, most new products and services fail. However, with Frank R. Bacon s and Thomas W. Butler s Planned Innovation(R) system, any firm, of any size, in any country in the world can achieve high rates of success in new-product innovation. Like a preflight instrument check done by a cockpit crew, Planned Innovation is a disciplined and practical step-bystep sequence of procedures for reaching the intended destination point -- successful products -- every time. In an easy-to-read fashion, the authors explain their Planned Innovation system -- their action-oriented program for continuous success in new-product innovations without major failures. Their practical program features five steps to success, including: (1) a disciplined reasoning process, (2) lasting market orientation, (3) proper selection criteria that reflect (a) both strategic and tactical business objectives and goals, (b) dynamic matching of resources to present and future opportunities, and (c) positive and negative influences of major external trends affecting present and future business opportunities, (4) scientific reasoning to determine requirements before making major expenditures, and (5) proper organizational staffing. With this...



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