



# Powerful Products: Strategic Management of Successful New Product Development

*Roger Bean, Russell Radford*

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"Faster, cheaper, better". That's been the mantra of business for decades -- in just that order -- with the "better" part all but obliterated by "faster and cheaper". According to authors Bean and Radford, it's time for manufacturers to put the emphasis on the "better" -- because it's better products, not just cheaper ones, that will be the key to success in the coming millennium. Companies that want to shine in the twenty-first century will provide more new, exciting, innovative, and cost-effective products than ever before. In *Powerful Products*, Bean and Radford offer readers a thoroughly researched product development process that guarantees success virtually every time. With this winning formula, readers will learn to: develop a workable and specific market segmentation model that is used to target new products -- create a product development strategy that is in alignment with the goals and strategies of the company -- achieve consistent, repeatable product success, and more.

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