

Identifying Hidden Needs Creating Breakthrough Products

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Too many new products fail. New products which are hard to differentiate from existing products won't capture the customer's imagination. The failure is due to a poor understanding of customers' needs. Companies need to take a radical approach to identifying customers' real needs, and this book demonstrates innovative ways to achieve this.

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In this interview, Keith Goffin, Professor of Innovation and New Product Development at Cranfield School of Management in the UK, talks about his latest book *Identifying Hidden Needs: Creating Breakthrough Products* (Palgrave Macmillan November 2010), and discusses the best methods for identifying unmet and hidden needs and the ways to translate these into breakthrough products.

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Identifying Hidden Needs - Creating Breakthrough Products ...

Identifying hidden needs: creating breakthrough products Ideas are stimulated by problems. In the business context the most fundamental problem is "what do our customers (internal or external) actually need?"

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Identifying Hidden Needs : Creating Breakthrough Products, Paperback by Goffin, K.; Lemke, F.; Koners, U., ISBN 1349305316, ISBN-13 9781349305315, Brand New, Free shipping in the US Too many new products fail. New products which are hard to differentiate from existing products won't capture the customer's imagination.

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