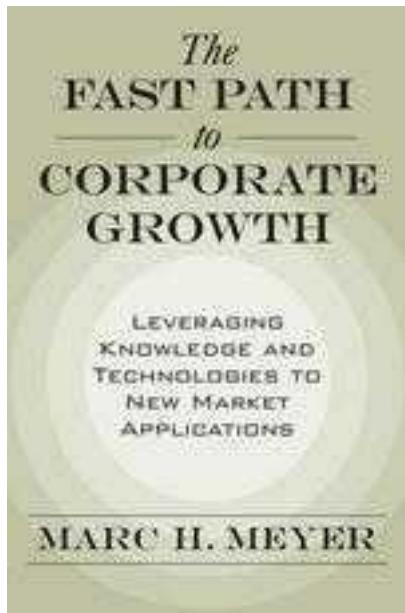


The Fast Path to Corporate Growth



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Every company can point to a growth strategy. Far fewer, however, systematically implement them; instead, they spend their time on incremental innovations, or rely on acquisitions. Still, organic, internal growth, accomplished through product line renewal and new service development, is essential to the long-term vitality of corporations across all industries. The FASTPATH to Growth takes on the challenge large corporations have in generating internal innovation--developing new product lines that address new market applications and provide the corporation with new streams of revenue. It integrates the key disciplines--new product strategy, user research, concept development and prototyping, market testing, and business modeling--needed for enterprise growth. The book illustrates its framework with in-depth examples of companies that have leveraged their core technologies to new markets and new types of uses in order to generate impressive results, including IBM,

Honda, and Mars. Many of these examples contain templates that readers can use in their own projects. The book ends by addressing the human side of new market applications, providing advice on what executives and innovation team leaders must do to execute the steps of Meyers framework for new market applications development. This comprehensive management guide should appeal to practitioners in research and development, new business development strategists, and product managers, along with students in engineering management, innovation management, and corporate strategy courses that focus on technology industries.

作者介绍:

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管理

评论

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#2019.122#

因查找\$APPEALS模型的资料找到这本电子书。企业的新增长点需要从「市场创新」「技术创新」和「商业模型创新」三管齐下。进一步抽象来看，还是通过市场和用户细分技术，找出可以应用现有技术或服务的新用户或新用途，保持技术成本和性能优势的情况下，通过新的商业模式推动新市场应用。打的时候要有章法有规划，要有试错和验证。

附作者提供的商业计划模板：<https://www.dropbox.com/s/6r7ol2621q3n4pe/Meyer-20BusinessPlanGuide-2015.pdf?dl=0>。

另外，作者也通过对IBM等公司的研究，归纳出了现在所谓的产品中台、业务中台的东西。不过书中所用的词语为产品开发平台。

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