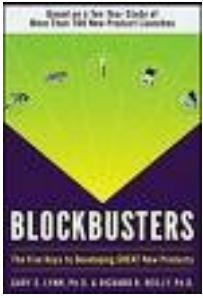


Blockbusters



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What Makes a BLOCKBUSTER? More than half of all new products fail in the marketplace. But companies can dramatically improve their odds of success by implementing five key practices -- all within their control. Drs. Gary Lynn and Richard Reilly share the results of a ten-year research study illustrated by the inside stories of nearly fifty of the most successful products ever created. Lynn and Reilly explain the five keys for companies wishing to develop the next blockbuster. Without these crucial elements a blockbuster new product is virtually impossible: Compelling Product Vision - Product Improvisation - Information Exchange - Senior Management Commitment - Teamwork

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