

# Lightning in a Bottle



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?You will never look at ?new ideas? the same way again.? -H. Wayne Huizenga, founder and former chairman and CEO of Blockbuster Inc. ?I would strongly suggest that all marketers read this book before they decide to launch a new product, line extension or enter a new line of business." -Mark R. Goldston, chairman and CEO, United Online, Inc., which includes NetZero, Juno, Classmates and MyPoints.com brands David Minter and Michael Reid know innovation. For more than 25 years, they have contributed to the growth of such companies as Blockbuster, Dole, Viacom, Sony and Einstein Bagels. Lightning in a Bottle presents Minter and Reid's simple seven-step system for creating ideas that work-one that improves new-product success rates from the standard one in 10 to one in two or better. Lightning in a Bottle also explains the top 10 reasons ideas fail, plus the dirty secrets of the research world, such as: -Why focus groups don?t work for new products-How market segmentation is often a sham-Why brainstorming is not effective in creating great new products In the tradition of Execution and Good to Great, Lightning in a Bottle is the new must-have guide for business leaders.

作者介绍:

目录:

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