



Product Leadership: Creating And Launching Superior New Products

Robert G. Cooper

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Product innovation is a high-risk war, the battles being fought both behind a company's doors and against the competition. But with all the effort companies exert to become product leaders, over a third of their new products still fail at launch, and many more never gain a profitable return. So what is it that product leaders like 3M, Merck, and Procter & Gamble know that allows them to continually lead the way with exceptional new products? In *Product Leadership*, Robert Cooper reveals the winners' secrets, and offers managers an invaluable resource to help implement and oversee systematic high-quality new product processes; develop new product strategies; manage product portfolios; determine which products to kill and which to back with resources; and foster ingenuity to outperform the competition. Showcasing examples from the winners, Cooper demonstrates that it takes a commitment from all managers, including marketing, finance, R&D, and HR to triumph over the competition and become a leader in the new products war.

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