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Something Really New: Three Simple Steps to Creating Truly Innovative Products

Denis J. Hauptly

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Something Really New: Three Simple Steps to Creating Truly Innovative Products Denis J. Hauptly Product innovation is the key to business growth. But many books deal with innovation from the business process view alone, or confuse innovation with creativity. Written by an innovation expert whose products generate more than one billion dollars in annual revenue, "Something Really New" introduces a straightforward but powerful framework for creating exciting new product and service concepts ...simply by asking three essential questions.From an electronic hotel kiosk that provides return airline boarding passes for guests, to something as mundane as the evolution of the toaster, the book provides entertaining, illuminating examples that show how to determine what customer needs aren't being met, using simple methods to arrive at revolutionary conclusions. For example, "What is a product really used for?" The question may seem elementary, but the right answer is far from obvious. This and other key questions demonstrate how readers can move beyond mere market research to get to the root of real innovation Practical and eye-opening, this book shows companies how to take the kind of startling leaps that will leave their competition in the dust.

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