



## Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (2nd Edition)

By Jonathan Cagan, Craig M. Vogel

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For years, Jonathan Cagan's and Craig M. Vogel's *Creating Breakthrough Products* has offered an indispensable roadmap for uncovering new opportunities, identifying what customers really value, and building products and services that redefine markets — or create entirely new markets. Now, the authors have thoroughly updated their classic book, adding new chapters on service design and global innovation, plus new insights, best practices, and case studies from both U.S. and global companies. Their new Second Edition compares revolutionary (Apple-style) and evolutionary (Disney-style) approaches to innovation, helping decision-makers choose between them, and make either one work. Cagan and Vogel provide more coverage of Value Opportunity Analysis and ethnography, as well as new case studies ranging from Navistar's latest long-haul truck to P&G's reinvention of Herbal Essence. Throughout, readers will find up-to-date insights into identifying Product Opportunity Gaps that can lead to enormous success; navigating the "Fuzzy Front End" of product development; and leveraging contributions from diverse product teams — while staying relentlessly focused on customers' values and lifestyles, from strategy through execution. Using additional visual maps and illustrations, they've made their best-selling book even more intuitive and accessible to both industry and academic audiences.

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By Jonathan Cagan, Craig M. Vogel Bibliography

- Sales Rank: #979082 in Books
- Brand: Brand: FT Press
- Published on: 2012-09-26
- Ingredients: Example Ingredients
- Original language: English
- Dimensions: 9.57" h x 1.16" w x 7.31" l, 1.90 pounds
- Binding: Hardcover
- 416 pages

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### Editorial Review

From the Back Cover

“Cagan and Vogel offer examples, case studies, and inspiration to guide a new generation of open-minded, actionable innovation drivers.”

–**Jeff Weedman**, Vice President Global Business Development, Procter & Gamble

“To create profitable, breakthrough products that transform markets, you need real global innovation skills. Cagan and Vogel reveal how world-class companies leverage both to create impact through design.”

–**David Kelley**, Founder of IDEO and the Stanford d.school

“This new edition retains all the basic wisdom of the first, but brings it up-to-date with fresh case studies that reflect the changing world of global innovation.”

–**Henry Petroski**, Aleksandar S. Vesic, Professor of Civil Engineering; author of To Engineer Is Human and To Forgive Design

“This book has been the most influential integrated design book in China for 10 years.”

–**He Renke**, Dean and Professor of School of Design, Hunan University, China

“In Cagan and Vogel’s widely referenced, landmark first book, they reached across disciplines to create a common understanding of useful, usable, and desirable products. This second edition adds a global view, services, and a look into healthcare, further establishing them as the grandmasters of the recipe for empathic innovation.”

–**Robert T. Schwartz**, General Manager, Global Design & User Experience, GE Healthcare

“The second edition is a brilliant book that will move your company to success with less wear and tear and lower risk for all involved in creating and managing products.”

–**Lorraine Justice**, Dean, CIAS, Rochester Institute of Technology; author, China’s Design Revolution

“I wouldn’t dream of commercializing a new product or service without infusing the Creating Breakthrough Products design culture into my company and development teams.”

–**Eric Close**, President and CEO, RedZone Robotics, Inc.

“This book has helped greatly to expand the innovative use of design in many areas of industry.”

–**Yrjö Sotamaa**, Advisory Dean and Professor, College of Design and Art, Tongji University, Shanghai; Executive Vice Director, Sino-Finnish Centre at Tongji University; President Emeritus, University of Art and Design Helsinki

“The authors’ approach to product development unleashed the collective creative genius of our designers and engineers, and helped us move beyond a typical competitive benchmarking approach, to create something unique, appealing and functional for our customers.”

–**Paul Prichard**, Innovation Ventures Engineering, Kennametal, Inc.

“Navistar has made strides in learning the iNPD techniques from this book and applying them to our everyday development process.”

–**David Allendorph**, Director of Design, Navistar International Truck Group

For years, *Creating Breakthrough Products* has offered an indispensable roadmap for uncovering new opportunities, identifying what customers really value, and building products and services that redefine or create markets. Now, Jonathan Cagan and Craig M. Vogel have thoroughly updated their classic book, adding brand-new chapters on service design and global innovation, plus new insights, best practices, and a new selection of case studies that highlight the current state-of-the-art in product and service design.

This Second Edition shows how companies like Apple and Disney manage evolutionary and revolutionary innovation, helping you choose between them and make your best strategy work in your organization. You'll find important new insights into identifying Product Opportunity Gaps that can lead to enormous success; effectively navigating the "Fuzzy Front End" of product development; and leveraging contributions from diverse product teams. Cagan and Vogel present powerful new case studies ranging from Navistar's latest long-haul truck to P&G's reinvention of Herbal Essences, and offer insightful updates to the First Edition's pioneering cases.

More than ever, *Creating Breakthrough Products* will help you deliver the right innovations and products: offerings that succeed powerfully because they are laser-focused on your customers' values and lifestyles.

### **Moving to the "value quadrant" in product/service development**

Understand the seven key attributes of value and focus R&D on maximizing some or all of them

### **Uncovering huge Product Opportunity Gaps nobody else has exploited**

Find immense opportunities in the hidden connections among social change, economic trends, and technical innovation

### **Crafting tomorrow's dominant product-service ecosystems**

Integrate products, interaction, and service to drive value competitors can't match

### **Winning innovation everywhere: new cases, remarkable lessons across the globe**

From metal cutting to packaging, elementary school classrooms to the Dallas Cowboys Stadium

### **About the Author**

**Jonathan Cagan** is the George Tallman and Florence Barrett Ladd Professor of Mechanical Engineering and Co-Director of the Master of Product Development at Carnegie Mellon University. Globally known for his rigorous and effective approach to product innovation, Cagan works extensively in research on innovation processes and tools, and teaching and leading innovation teams in both university and corporate settings. Cagan has worked with a variety of companies ranging from Fortune 100 to entrepreneurial start-ups such as Apple, Navistar, GlaxoSmithKline, and Philips Respironics. [www.JonathanCagan.com](http://www.JonathanCagan.com).

**Craig M. Vogel** is Associate Dean for Graduate Studies in the College of Design, Architecture, Art, and Planning at the University of Cincinnati. He is also a professor in the School of Design with an appointment in Industrial Design. He is a Fellow, Past President Elect, and Chair of the Board of the Industrial Designers Society of America (IDSA). He is a cofounder and president of the Live Well Collaborative, a nonprofit company working with corporations to address the challenges and opportunities of a globally aging world.

### **Users Review**

#### **From reader reviews:**

**Linda Poteat:**

The book *Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (2nd Edition)* gives you the sense of being enjoy for your spare time. You should use to make your capable a lot more increase. Book can to get your best friend when you getting strain or having big problem together with your subject. If you can make examining a book *Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (2nd Edition)* being your habit, you can get much more advantages, like add your personal capable, increase your knowledge about many or all subjects. It is possible to know everything if you like start and read a publication *Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (2nd Edition)*. Kinds of book are several. It means that, science e-book or encyclopedia or some others. So , how do you think about this guide?

**Robin Martz:**

As people who live in typically the modest era should be update about what going on or data even knowledge to make all of them keep up with the era that is always change and move ahead. Some of you maybe may update themselves by reading through books. It is a good choice to suit your needs but the problems coming to anyone is you don't know which you should start with. This *Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (2nd Edition)* is our recommendation so you keep up with the world. Why, since this book serves what you want and need in this era.

**Carrie Hunter:**

This *Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (2nd Edition)* are generally reliable for you who want to become a successful person, why. The reason of this *Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (2nd Edition)* can be one of many great books you must have is actually giving you more than just simple looking at food but feed anyone with information that perhaps will shock your prior knowledge. This book is usually handy, you can bring it everywhere and whenever your conditions throughout the e-book and printed ones. Beside that this *Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (2nd Edition)* giving you an enormous of experience for instance rich vocabulary, giving you tryout of critical thinking that we understand it useful in your day activity. So , let's have it and luxuriate in reading.

**Roger Lee:**

The book untitled *Creating Breakthrough Products: Revealing the Secrets that Drive Global Innovation (2nd Edition)* contain a lot of information on the item. The writer explains her idea with easy way. The language is very clear to see all the people, so do definitely not worry, you can easy to read that. The book was written by famous author. The author gives you in the new period of time of literary works. You can read this book because you can read more your smart phone, or model, so you can read the book with anywhere and anytime. In a situation you wish to purchase the e-book, you can open up their official web-site along with order it. Have a nice examine.

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