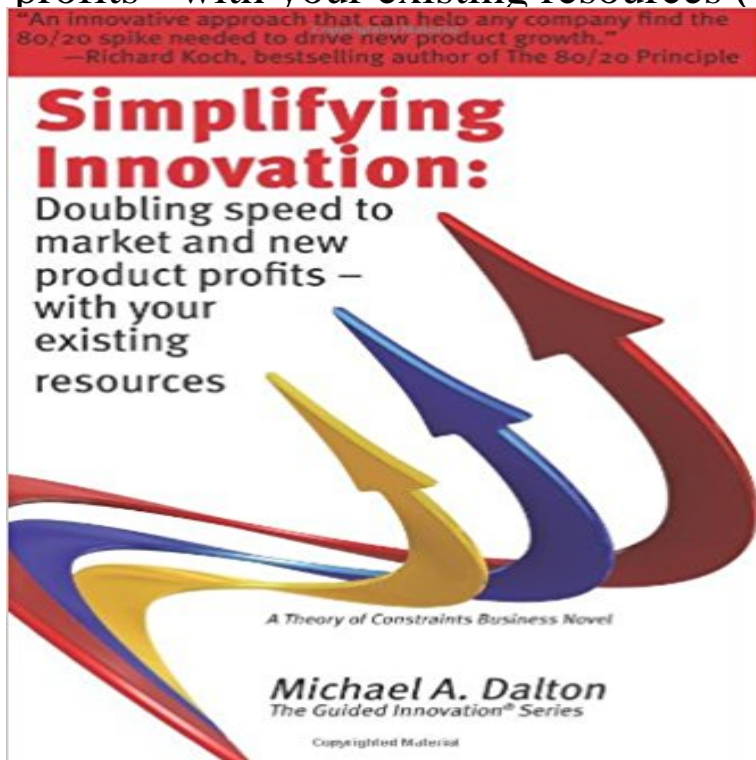


Simplifying Innovation: Doubling speed to market and new product profits - with your existing resources (Guided Innovation)



Small Changes Can Deliver Big New Product Results. Are new products taking too long to develop and failing to deliver the bottom-line impact you need? Now you can accelerate your growth by identifying your innovation bottleneck, just one of the powerful new product development strategies revealed in Simplifying Innovation. As the story in this provocative business novel unfolds, you'll discover the first-ever approach to new product growth based on the Theory of Constraints. Learn how to leverage the power of the 5-Step Guided Innovation System to:

- Fill your pipeline with profitably growing new products
- Finish new product programs on time and on budget
- Select winners so resources aren't wasted on canceled projects
- Focus on creating value for customers and shareholders
- Hit your new product sales targets more consistently

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