

# Lean, Rapid, and Profitable New Product Development

Although many companies have introduced product innovation processes, they are still struggling to achieve the financial results they expected. This book shows how to properly balance the need for speed with the drive for profitability. It demonstrates how to maximize the value of a new product portfolio, how to streamline the product innovation process, and how to achieve growth that is both profitable and sustainable.

## ABOUT THE AUTHORS:



**Dr. Robert G. Cooper** is a world-renowned expert in new product management. He is the father of the Stage-Gate® process, now widely used by leading firms around the world. He has spent more than 30 years studying the practices and pitfalls of over 2,000 new product projects in hundreds of companies. Dr. Cooper is a noted lecturer and consultant to industry. His dynamic seminars and talks have been widely applauded by corporate audiences throughout North America, Europe and Asia. He has published more than 90 academic articles and six books on new products. Dr. Cooper is a Professor of Industrial Marketing and Technology Management at the Michael G. DeGroot School of Business, McMaster University in Ontario, Canada, and President of the Product Development Institute, Inc.



**Dr. Scott J. Edgett** is internationally recognized for his expertise in new product development and portfolio management. He is a highly-skilled consultant and in-demand speaker, having given keynote addresses, conducted executive seminars and consulted with companies in North America, Europe, the Middle East and Japan. He has spent more than a dozen years researching and observing best practices in product innovation, has co-authored five books, and published more than 60 academic articles and papers. Dr. Edgett is Chief Executive Officer and co-founder, with Dr. Cooper, of the Product Development Institute, Inc.

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