

Identifying Hidden Needs Creating Breakthrough Products

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Identifying Hidden Needs Book Subtitle Creating Breakthrough Products Authors. K. Goffin; F. Lemke; U. Koners; Copyright 2010 Publisher Palgrave Macmillan UK Copyright Holder Palgrave Macmillan, a division of Macmillan Publishers Limited eBook ISBN 978-0-230-29448-6 DOI 10.1057/9780230294486 Hardcover ISBN 978-0-230-21976-2 Softcover ISBN 978-1-349-30531-5 Edition Number 1

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Identifying hidden needs: creating breakthrough products Ideas are stimulated by problems. In the business context the most fundamental problem is "what do our customers (internal or external) actually need?"

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Too many new products fail. New products which are hard to differentiate from existing products won't capture the customer's imagination. The failure is due to a poor understanding of customers' needs. Companies need to take a radical approach to identifying customers' real needs, and this book demonstrates innovative ways to achieve this.

Identifying Hidden Needs | SpringerLink

In this interview, Keith Goffin, Professor of Innovation and New Product Development at Cranfield School of Management in the UK, talks about his latest book Identifying Hidden Needs: Creating Breakthrough Products (Palgrave Macmillan November 2010), and discusses the best methods for identifying unmet and hidden needs and the ways to translate these into breakthrough products.

Hidden Needs Analysis: Creating Breakthrough Products ...

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Another very effective technique for identifying hidden needs is ethnographic market research. This is based on the scientific methods developed in anthropology for understanding culture. When applied in a market research scenario, ethnography unveils both latent customer needs and the cultural drivers of product usage (be they

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