



Monetizing Innovation: How Smart Companies Design the Product Around the Price (Hardback)

By Madhavan Ramanujam, Georg Tacke

John Wiley Sons Inc, United States, 2016. Hardback. Book Condition: New. 1. Auflage. 234 x 155 mm. Language: English . Brand New Book. Surprising rules for successful monetization Innovation is the most important driver of growth. Today, more than ever, companies need to innovate to survive. But successful innovation measured in dollars and cents is a very hard target to hit. Companies obsess over being creative and innovative and spend significant time and expense in designing and building products, yet struggle to monetize them: 72 of innovations fail to meet their financial targets or fail entirely. Many companies have come to accept that a high failure rate, and the billions of dollars lost annually, is just the cost of doing business. Monetizing Innovations argues that this is tragic, wasteful, and wrong. Radically improving the odds that your innovation will succeed is just a matter of removing the guesswork. That happens when you put customer demand and willingness to pay in the driver seat when you design the product around the price. It's a new paradigm, and that opens the door to true game change: You can stop hoping to monetize, and start knowing that you will. The authors at...

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