



# **Brand New: Solving the Innovation Paradox -- How Great Brands Invent and Launch New Products, Services, and Business Models**

*G. Michael Maddock, Luisa C. Uriarte, Paul B. Brown*

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*Brand New's* revolutionary innovation process is a **proven** road map you can put to work *immediately* to create successful new products, services, and business models. Written by leading innovation practitioners, and the coauthor of the bestseller *Customers for Life*, the authors of this tightly focused, highly entertaining book have nailed the issue perfectly when it comes to successfully introducing anything new.

Research shows people like new products and services. Indeed they go out of their way to try to find them. Yet companies are truly terrible at providing new products and services that meet these customers' needs.


Why are companies so bad at giving customers what they want? Because they lack a simple proven process that makes sure innovation occurs efficiently time after time.

No one knows this better than Mike Maddock and his team at Maddock Douglas, the Agency of Innovation,<sup>TM</sup> which has worked closely with more than a quarter of *Fortune 100*.

To solve the innovation paradox, Maddock explains the process his team has used to help the world's best companies and shows you how to

- Find needs and opportunity in the marketplace
- Come up with significant market insights
- Create compelling communication (using the actual words your customers use) to convince people to try your new creation

What has worked for some of the world's most successful companies, when it comes to innovation, will work for you. Start putting the lessons of *Brand New* to work for you...before the competition does.

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Exactly why? Because this Brand New: Solving the Innovation Paradox -- How Great Brands Invent and Launch New Products, Services, and Business Models is an unordinary book that the inside of the guide waiting for you to snap the item but latter it will zap you with the secret it inside. Reading this book close to it was fantastic author who write the book in such incredible way makes the content inside easier to understand, entertaining approach but still convey the meaning thoroughly. So , it is good for you for not hesitating having this ever again or you going to regret it. This phenomenal book will give you a lot of benefits than the other book possess such as help improving your ability and your critical thinking approach. So , still want to hold off having that book? If I were being you I will go to the e-book store hurriedly.

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