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### **New Product Blueprinting The Handbook**

New Product Blueprinting brings clarity to the fuzzy front end of product development. It is a critical tool for B2B companies that want to develop high-value products that address unmet market needs. Additionally, it engages potential customers as part of the process and is very user-friendly.

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The bulk of the book addresses the five foundational principles of new product blueprinting, defined as "a seamless, reproducible process to develop products customers love, competitors respect and stockholders applaud," as well as the seven steps of new product blueprinting.

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New Product Blueprinting is the perfect mechanism for discovering your customers' as-yet-undiscovered needs--and, if you play your cards right, the needs of your customers' customers. "If you already supply widgets for Acme, Inc., maybe you can also supply them with gizmos," notes Adams. "And maybe their customers need thingamabobs.

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makes this book an important part of your new product development process.

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Dan Adams is the author of New Product Blueprinting (4.17 avg rating, 6 ratings, 1 review, published 2008), New Product Blueprinting (3.80 avg rating, 5 ...

### **Dan Adams (Author of New Product Blueprinting)**

Pioneered by the Advanced Innovation and Marketing (AIM) Institute, New Product Blueprinting is an entirely new approach to new product design, specifically for B2B companies and sales.

### **JD Technologies Embraces New Product Blueprinting**

But as this part of most businesses comes at a high cost, it is essential to evaluate and fix any issues with product

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development. Author Dan Adams, president of Advanced Industrial Marketing Inc. (Cuyahoga Falls, OH; [advindmktg.com](http://advindmktg.com)) offers some helpful suggestions in his book *New Product Blueprinting: The Handbook for B2B Organic Growth*.

### **New product blueprinting offers B2B survival tips in a ...**

Dan Adams is the founder and president of the AIM Institute, and author of “*New Product Blueprinting: The Handbook for B2B Organic Growth*.” In over 35 years working within and with Fortune 500 corporations, he has explored all aspects of B2B innovation, building *New Product Blueprinting* from the ground up.

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