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Winning at New Products: Creating Value Through Innovation by Cooper, Robert G. 4th edition (2011). ISBN 978-0-465-02578-

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But you should have some sort of defined approach to developing a winning product strategy. Or, if you'd prefer to think of it this way, you should follow a series of steps that will help you clear a path for inspiration to strike. Here's the battle-tested product strategy formula we recommend. How to Create a Product Strategy in 5 Steps

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