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New Product Blueprinting: The Handbook for B2B Organic Growth by Dan Adams Hardcover: 224 pages AIM Press, 2008. About the Author: Dan Adams, president of Advanced Industrial Marketing, Inc., is passionate about B2B new product development. In over 30 years working within and with major B2B corporations, he has explored every aspect of product development, building New Product Blueprinting ...

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New Product Blueprinting The Handbook for B2B Organic Growth Dan Adams AIM Press Cuyahoga Falls, Ohio. Contents Introduction 1 Part I: Overview Chapter 1. This Book Is for B2B... Not Consumer Goods 11 Chapter 2. This Book Is for Builders... Not Decorators 21 Chapter 3. This Book Is for Maximizing Profits 29 Chapter 4. What Is New Product Blueprinting? 37 Part II: Five Principles Chapter 5 ...

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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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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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