



## The Product Rocket: Launching New Products to Out-Of-This-World Success (Paperback)

By MR Doug Ringer

Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Product Rocket - Everything you need to know to create, develop, market, and manage new products and services A comprehensive book on product development and marketing by Doug Ringer. It covers creating a product concept, market research, product development, manufacturing, marketing communications, and product end-of-life management. All of these factors have never been combined into one work before. No marketing or engineering manager's book shelf is complete without Doug's latest thinking and clear, pragmatic applications. The book includes detailed techniques in the areas of: - customer interviewing - product specifications - value proposition creation - selecting contract manufacturers - evaluating and choosing engineering and manufacturing firms - marketing - supporting sales teams - business analysis - inventory management Paul Beiser, Director of Engineering (ret.) at Hewlett-Packard and Schneider Electric. notes:, Doug has written an excellent guide on methods, tools, and insights on helping anyone in the product development process - especially product managers - to achieve success. He covers the gamut from understanding customer needs through product launches, all of which are critical for a product to...



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