



New Product Blueprinting - Abstract

New Product Blueprinting helps you bring crystal clarity to the “fuzzy front end” of product development. At its heart is a customer interview process that is designed exclusively for B2B—not consumer goods—producers. Compared to consumers, your B2B customers are technically savvy, rational, and dependent on their suppliers for success. This lets you conduct peer-to-peer, highly collaborative interviews. Better yet, your interviews can engage your prospective customers in a way that “primes” them to buy your product when launched. (Just try *that* with a million toothpaste consumers!) Beyond interviews, New Product Blueprinting weaves secondary market research, competitive benchmarking and technical brainstorming into a VC-quality business case to justify your projects before entering the actual development stage.

Dan Adams - Bio



Dan Adams, President of Advanced Industrial Marketing, Inc. (AIM), 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 from the ground up. He is a chemical engineer and holder of many patents and innovation awards, including a listing in the National Inventors Hall of Fame. Adams was head of strategic planning for a billion-dollar company and has extensive experience in Fortune 500 marketing, business development and leadership positions. He is an award-winning speaker, author* and conducts workshops in every region of the world.

* Adams' book, *New Product Blueprinting: Handbook for B2B Organic Growth* was published June, 2008