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New Product Blueprinting: Book Overview

Dan Adams's book, *New Product Blueprinting: The Handbook for B2B Organic Growth*, exists for a simple reason: companies that supply other businesses—not end-consumers—generally have product development processes that are seriously out of date.

The author points out that most B2B and B2C companies rely on the same books, conferences and experts to improve their new product development. But if you are a B2B supplier, you have enormous advantages over consumer-goods producers: Your customers are more insightful, rational, interested and fewer in number.

When you develop products for other companies—rather than end-consumers—you can have an intelligent, peer-to-peer dialogue about their needs. If you make hoses, for instance, you could have one conversation with a homeowner about his garden hose... but quite a different one with an engineer about his hydraulics hose.

This B2B difference allows you to 1) uncover customers' unspoken needs, and 2) *engage* them so they're primed to buy your new product. Just try engaging a million toothpaste consumers!

New Product Blueprinting (the book) sets forth a thorough and compelling description of New Product Blueprinting (the process). It brings crystal-clarity to the fuzzy front end of B2B product development, with breakthrough methods not found elsewhere. Dan Adams has taught these methods to some of the largest firms around the world, and now brings them to you... with practical steps you can begin implementing when you close this book.

“This book is for those delivering business-to-business products and services (B2B), not consumer goods (B2C),” Adams writes. “It is for those offering specialties, not commodities. It is for practitioners working to move their companies forward, not new-product theorists

and academicians. And it is for those wishing to transform their business, not apply a short-term patch.”

The book is divided into three parts: Part I explains why it is targeted only at B2B suppliers, and why it appeals to those with a “builder” mind-set striving to maximize long-term profits.

Part II leads the reader through the mental journey a professional must complete before adopting New Product Blueprinting—a journey that can be summed up in five questions: 1. *What’s wrong?* 2. *What should be fixed?* 3. *Where should we work?* 4. *How should we work?* and 5. *How do we make this happen?*

Part III moves through the seven steps that make up New Product Blueprinting:

1. Market Research
2. Discovery Interviews
3. Preference Interviews
4. Side-by-side Testing
5. Product Objectives
6. Technical Brainstorming
7. Business Case

“These are tough times,” writes Adams. “But exciting times. In the last decades of the 20th century, companies discovered they could reach unimagined levels of manufacturing quality and productivity. I believe the next frontier is to dramatically improve the way we develop new products. Future competitive advantage will come from what we design, not how faithfully or efficiently we reproduce it. Why be satisfied with great quality and productivity for making products customers yawn at...especially if competitors have the same quality and productivity.”

“As statistical Process Control and Six Sigma were to operational improvement, New Product Blueprinting is to new product success. It requires an investment in people and a commitment to do things differently. But then, that’s how we differentiate, isn’t it?”

Author 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 and conducts workshops in every region of the world.

He built his company on the belief that understanding your customers’ deepest needs is a competitive advantage you should learn—not outsource. AIM conducts workshops globally

to train commercial and technical teams in advanced B2B product development, provides strong post-workshop coaching support... and then gets out of the way.

Dan fine-tuned his principles of New Product Blueprinting by guiding teams through hundreds of customer interviews. A certified instructor in Kirton Adaption-Innovation, he helps workshop participants understand their own unique problem-solving styles to boost the effectiveness of their teams and customer interviews. He is passionate about follow-through and works with clients to ensure post-workshop success.

Visit www.newproductblueprinting.com or e-mail information@newproductblueprinting.com to learn more.

About the Book:

New Product Blueprinting: The Handbook for B2B Organic Growth (AIM Press, 2008, ISBN: 978-0-9801123-4-4, \$35.00) is available at bookstores nationwide and from major online booksellers.

For more information, visit <http://www.newproductblueprinting.com>.