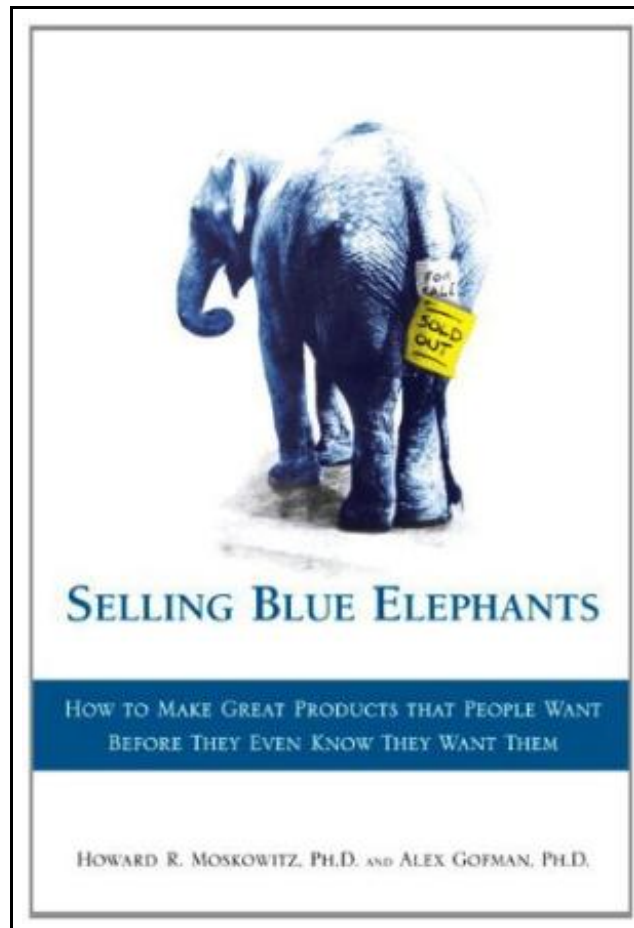


# Selling Blue Elephants: How to Make Great Products That People Want Before They Even Know They Want Them



Filesize: 3.75 MB

## ***Reviews***

*Very helpful for all type of individuals. It is amongst the most incredible ebook i have got study. I am just very easily could get a satisfaction of reading a composed publication.*

***(Mikayla Romaguera)***

## SELLING BLUE ELEPHANTS: HOW TO MAKE GREAT PRODUCTS THAT PEOPLE WANT BEFORE THEY EVEN KNOW THEY WANT THEM



Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Selling Blue Elephants: How to Make Great Products That People Want Before They Even Know They Want Them, Howard R. Moskowitz, Alex Gofman, Can you remember the world before the iPod? How about the world before chunky tomato sauce or brown mustard? Many of these products came about not through focus groups and polling, but rather through research and development labs and marketers developing the products they knew customers would want, before customers knew they wanted them. Today your customers can actually help you create your next product. Rule Developing Experimentation (RDE) is a solution-oriented learning experience. RDE is the systematized process of designing, testing and modifying alternative ideas, packages, products, or services in a disciplined way so that the developer and marketer discover what appeals to the customer, even if the customer can't articulate the need, much less the solution. The book begins by presenting best practices in the RDE from some of today's top companies: HP, Prego, Vlastic, and Mastercard. It then goes on to examine RDEs use in innovation and design, and goes on to examine its possible uses in the international, political, bioinformatics, and finance areas. Filled with real-life stories, this book will change the way people think about selling to their present and future customers. "Everyone thinks they need to break rules, but Moskowitz and Gofman skillfully show us how to develop and use the rules to define new perspectives and make better business decisions in virtually any field. An absolute must-read for any businessperson facing fierce competition!" -Sean Bauld, Executive Vice President, Global Head of Marketing, Sales & Trading, Reuters "Over the last 15 years significant shareholder value has been destroyed by 'insightful and creative' marketers resulting in the shocking statistic that more than 90%...



[Read Selling Blue Elephants: How to Make Great Products That People Want Before They Even Know They Want Them Online](#)



[Download PDF Selling Blue Elephants: How to Make Great Products That People Want Before They Even Know They Want Them](#)

## You May Also Like



### **God Loves You. Chester Blue**

Henry and George Press. Paperback. Book Condition: New. Ursula Andrejczuk (illustrator). Paperback. 140 pages. Dimensions: 8.0in. x 5.2in. x 0.3in.BEAUTIFUL NEW ILLUSTRATIONS BRING THE STORY TO LIFE!A charming book about a mysterious bear that shows...

[Read eBook »](#)



### **Rumpelstiltskin - Read it Yourself with Ladybird: Level 2**

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Rumpelstiltskin - Read it Yourself with Ladybird: Level 2, In this classic fairy tale, a miller's daughter has to spin straw into gold for the king....

[Read eBook »](#)



### **The Real Thing: Stories and Sketches**

Harpercollins. Hardcover. Book Condition: New. 0060168536 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I...

[Read eBook »](#)



### **Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large**

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who...

[Read eBook »](#)



### **No Friends?: How to Make Friends Fast and Keep Them**

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Do You Have NO Friends ? Are you tired of not having any...

[Read eBook »](#)