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Hohmann's marketing, product
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development experience, as well
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took a great step in providing sets of tools for testing new concepts in iterative ways; however, Vogel and Cagan's Creating Breakthrough Products: Innovation from Product Planning to Program Approval (paperback) was among the first to breakdown

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the discipline of innovation

between business, design and

engineering and provide tools and
academic cases that support their

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help them turn their ideas into
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true, hidden needs and desires.
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each game will accomplish, why it
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Product Tree” to describe this
process. However pruning
involves cutting back and
reducing to get the result you are
looking for. What we are doing

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here is encouraging growth and
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UnderstandingsmThe toughest
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predicting what customers want,

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means of generating feedback
about a product or service.

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