

Brand New: Solving the Innovation Paradox -- How Great Brands Invent and Launch New Products, Services, and Business Models

By G. Michael Maddock, Luisa C. Uriarte, Paul B. Brown

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Brand New's revolutionary innovation process is a **proven** road map you can put to work *immediately* to create successful new products, services, and business models. Written by leading innovation practitioners, and the coauthor of the bestseller *Customers for Life*, the authors of this tightly focused, highly entertaining book have nailed the issue perfectly when it comes to successfully introducing anything new.

Research shows people like new products and services. Indeed they go out of their way to try to find them. Yet companies are truly terrible at providing new products and services that meet these customers' needs.

Why are companies so bad at giving customers what they want? Because they lack a simple proven process that makes sure innovation occurs efficiently time after time.

No one knows this better than Mike Maddock and his team at Maddock Douglas, the Agency of Innovation,™ which has worked closely with more than a quarter of *Fortune 100*.

To solve the innovation paradox, Maddock explains the process his team has used to help the world's best companies and shows you how to

- Find needs and opportunity in the marketplace
- Come up with significant market insights
- Create compelling communication (using the actual words your customers use) to convince people to try your new creation

What has worked for some of the world's most successful companies, when it comes to innovation, will work for you. Start putting the lessons of *Brand New* to work for you…before the competition does.

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Editorial Review

From the Inside Flap
BRAND NEW Solving the Innovation Paradox—How Great Brands Invent and Launch New Products, Services, and Business Models

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From the Back Cover
Praise for BRAND NEW

"If you're in charge of driving breakthrough innovation, this book is a great road map."—Stephen Liguori, Executive Director of Global Marketing, General Electric

"I've worked with Mike and his team for many years and havewatched them evolve into an idea machine that consistently delivers winning innovations for companies big and small. This book shares the fuel that makes their innovation machine really hum. I highly recommend it for anyone who values big thinkers and big ideas to move their company forward."—Barry Calpino, Vice President, Breakthrough Innovation, Kraft

"Driving innovation is on most CEOs' 'must-do' list.This book should be sitting right next to that list."—Marshall Goldsmith, *New York Times* andmillion-copy bestselling author of *Mojo* and *What Got You Here Won't Get You There*

"This book shows that innovation doesn't have to be a eureka moment butcan be predictably tapped to

repeatedly unlock new revenue opportunities."—Rand Stagen, CEO, Stagen Consulting

Make innovation Brand New—the breakthrough book redefining innovation.

How does David beat Goliath?

How do the best brands in the world create customers for life?

What is the highest indicator of future profitabilityaccording to many on Wall Street?

The answer to all three questions is the same: by creating game-changing new products.

Brand New explains in step-by-step fashion what you need to do (and what you should never do) to innovate effectively.

About the Author
G. Michael Maddock is the founding partner and Chairman of Maddock Douglas (www.maddockdouglas.com) a ninety-person consulting firm whose mission is to conceptualize, design, build, and launch new products and brands that have a high probability of success. Their clients include Allstate, Cargill, ESPN, Hess, InternationalPaper, Johnson & Johnson, Mohegan Sun, Procter & Gamble, Schering-Plough, and Unilever. Maddock, a frequent speaker at marketing and innovation conferences worldwide, is also coauthor of the"Innovation Engine" column on BusinessWeek.com.

Luisa C. Uriarte is partner and Executive Vice President of Maddock Douglas where she oversees the insights and research functions for the firm. Luisa has more than twenty years of experience in managing research and marketing consulting projects of international scope.

Paul B. Brown is a longtime contributor to the *New York Times*. A former editor and writer for *BusinessWeek, Forbes*, and *Inc*., Brown is the author or coauthor of numerous bestsellers, including *Customers for Life*, written with Carl Sewell, which has sold more than 1 million copies worldwide.

Users Review

From reader reviews:

James Williams:

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