



Creativity in Product Innovation

Jacob Goldenberg, David Mazursky

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Creativity in Product Innovation describes a remarkable new technique for improving the creativity process in product design. Certain "regularities" in product development are identifiable, objectively verifiable and consistent for almost any kind of product. These regularities are described by the authors as Creativity Templates. This book describes the theory and implementation of these templates, showing how they can be used to enhance the creative process and thus enable people to be more productive and focused. Representing the culmination of years of research on the topic of creativity in marketing, the Creativity Templates approach has been recognized as a breakthrough in such journals as Science, Journal of Marketing Research, Management Science, and Technological Forecasting and Social Change.

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