

Value Innovation Portfolio

MANAGEMENT

Achieving Double-Digit Growth
Through Customer Value



Shella Mello • Wayne Mackey
Ronald Lasser • Richard Tait

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Value Innovation Portfolio Management Achieving Double Digit Growth Through Customer Value

**Sheila Mello, Wayne Mackey, Ronald
Lasser, Richard Tait**



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Value Innovation Portfolio Management Sheila Mello, Wayne Mackey, Ronald Lasser, Richard Tait, 2014-05-14 This proven approach to product portfolio management and innovation uses customer value as the key predictor of success picks up where Blue Ocean Strategy leaves off It illustrates how changing the focus from financial metrics to customer value can help companies identify innovations that both delight customers and drive sustainable profitability and double digit growth

Value Innovation Portfolio Management Sheila Mello, Ronald Lasser, Wayne Mackey, Richard Tait, 2006 The quest for successful products and a simple predictable way to determine in advance which products will be successful is a core concern of all companies Most firms use financial projections to select the best portfolio of products in which to invest their limited human and capital resources and are frustrated repeatedly by under forecast sales lower than expected margins and outright failures of new products Value Innovation Portfolio Management addresses this core concern by showing you a more reliable decision making method based on high customer value tight business strategy alignment and optimal investment intensity These inputs will enable your company to invest more wisely and create more successful new products Best in class companies like Motorola DuPont and Hewlett Packard have used customer value in crafting winning portfolios Supported by various case studies and examples the authors demonstrate the significantly improved results that can be achieved from using customer value as the business driver for creating a portfolio of products Value Innovation Portfolio Management is a must read for senior executives and anyone involved in strategic planning portfolio management product development sales and marketing and R D Senior executives will discover a path to achieving double digit growth greater market share and improved shareholder value The managers and teams involved directly in the product development process will learn how to create a robust and thorough product definition process aligned with the portfolio management of the enterprise Key Features Provides senior executives the means to better evaluate portfolio decisions based on the alignment of their firm s product portfolios with the company vision and strategy and explains why senior executive direct involvement is essential for creating successful portfolios Details the deficiencies of traditional financially based approaches to product portfolio management discusses the root causes of new product disappointments and methods for eliminating them Reveals how companies can find and exploit white space or unfulfilled niches in the market by shifting their focus to customer value as a top portfolio measure Explodes common conceptions of customer value and how to measure it thus enabling linkage to lean Six Sigma and other process improvement programs Includes comparative case studies and examples from companies such as BASF DuPont IBM C *Value Innovation Portfolio Management* Sheila Mello, Wayne Mackey, Ronald Lasser, Richard Tait, 2006-09-15 Value Innovation Portfolio Management presents a pioneering new product selection method based on high customer value better business strategy alignment and optimal investment intensity allowing businesses to find success more often with new products **Disruptive Technologies, Innovation and Global Redesign: Emerging Implications**

Ekekwe, Ndubuisi, Islam, Nazrul, 2012-02-29 This book provides case studies as well as practical and theoretical chapters on the issues surrounding disruptive technologies innovation and global redesign Provided by publisher

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