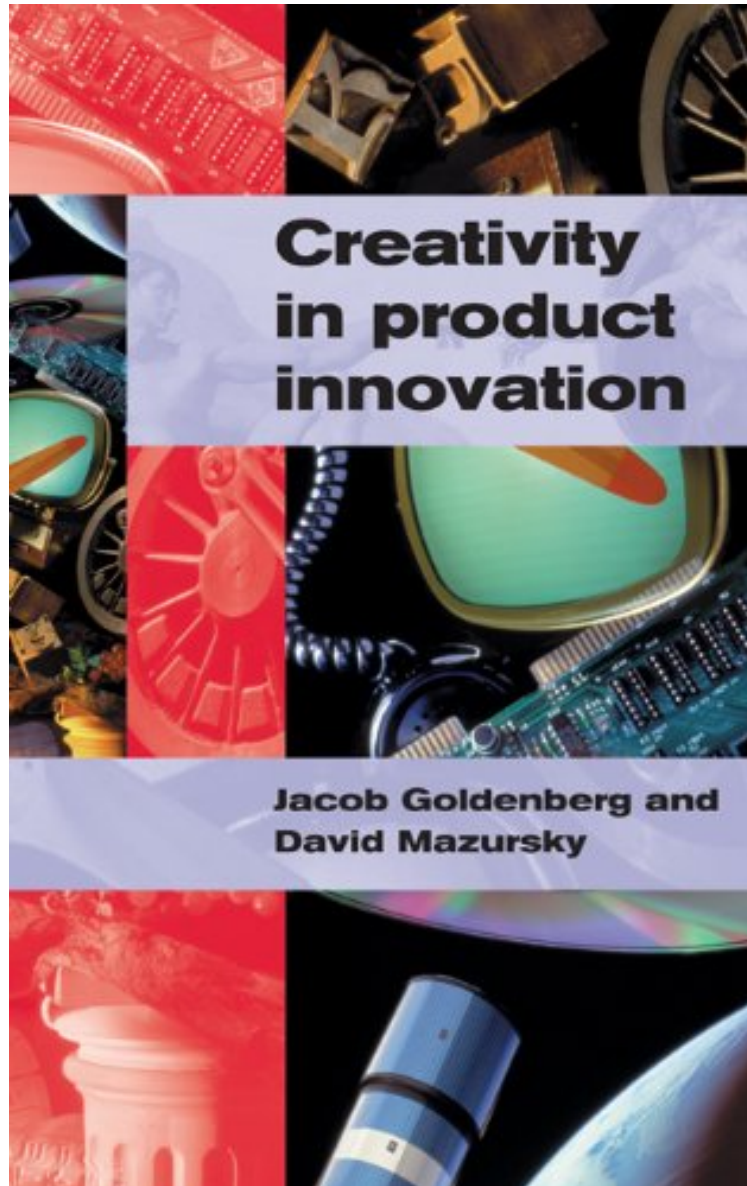


# Creativity in Product Innovation

*Jacob Goldenberg, David Mazursky*  
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**Jacob Goldenberg, David Mazursky : Creativity in Product Innovation** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Creativity in Product Innovation:

17 of 18 people found the following review helpful. Great book on systematic creativity, and why it works By John C. Dunbar This book does an excellent job of showing how to systematize the process of creating new product ideas. I would consider it a derivative of the TRIZ process started by a Russian engineer, Altshuller. In effect, this book summarizes up several of the techniques proposed by Altshuller, and later by others. The authors present these

systematic techniques in a very understandable format... something that Altshuler and others have often failed to do. The authors also demonstrate that you can get better results by looking inward to the product itself, rather than listening outward to the customer ("the voice of the customer"). The Sony Walkman is probably the best example of that. I was skeptical of this sweeping generalization, but the authors provide lots of research to back up their statements. The book thus presents 4 methods (called "Templates") to generate ideas for an existing product. Let me give you an example by using an illustration from the book using perhaps the simplest method: the Displacement Template. Here you first diagram all the components of a chair (for example). It is composed of the Back, the Seat, the Legs, and Person sitting on it. You then remove one of the important components (the Legs). You are now faced with a product that just has the Back and the Seat. You now try to derive a marketable product from this idea. This is called "solution spotting", when you identify the form of the product first, and then search for a need for this product. In this example, the new product without legs, could be sold as a beach chair. Although this simplistic example may seem trivial it illustrates the concept that the product came from WITHIN the product itself and not from the market. It also can be seen to be systematic... in that you identify the components of the existing product and then you systematically drop important components one by one. In comparison, listening to the market would take you perhaps to corporate customers who would not be thinking of lounge chairs for the beach. But more importantly, this book attacks the whole concept of brainstorming sessions. They call this "random" generation of ideas. This has what we have largely been doing for thousands of years. They propose, and then demonstrate with their research results, that a systematic approach (using their Templates) produces ideas that have a higher probability of success. The authors offer a GREAT bibliography for each chapter. That alone will keep me busy for at least 2 months. The book is easy to read, but it tends to be a little too "researchy" in spots. The book presents a systematic method to create ideas for advertisements. I couldn't see where their methodology did better than mimicry of good ads. However, they did offer a way to analyze the components of good ads. One other criticism in this section on ads... the people that rated the ads were largely advertising professionals... and not the marketplace itself. Therefore, the ads tended to be trivial... at least compared to the results you could get using the techniques for products. I am convinced that this systematic method is very good for developing new products. I have tried it on services and it did trigger some great ideas, although I found services to be more difficult to analyze. It's a deep book for people serious about inventing things. It's not a rah-rah book that presents motivational messages. Overall, I highly recommend this book. The authors have contributed largely to this field of inventiveness. John Dunbar Sugar Land, TX 0 of 0 people found the following review helpful. Dry, and not particularly insightful. Repetitive. Could be summed up in a short paper. By Abigail Keene-Babcock I couldn't wait to finish this book and let it go. Repetitive and not particularly insightful. Could be summed up in a short paper. 1 of 2 people found the following review helpful. An academic test of patience. By jf Here is the first sentence in the book "Creativity Templates depict discernable, measureable, and learnable regularities or patterns in innovations and novelties emergence." Huh? This is followed by sentence after paragraph after page of double-speak that makes this book a real pain to get through. It does contain novel and interesting concepts, but why not make it readable? There are many other books out there on this subject that are a pleasure to read. I'd pass this one by unless your professor gives it to you as an assignment.

Creativity in Product Innovation describes a remarkable 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 recognised as a breakthrough in such journals as Science, Journal of Marketing Research, Management Science, and Technological Forecasting and Social Change. It has been successfully implemented through workshops in international companies including Philips Consumer Electronics, Ford Motor Co., Ogilvy Mather Worldwide, Kodak, Coca-Cola and many others.

'The book would be valuable reading for any professional in any one aspect of a product development process. It offers a divergent view that will stimulate and challenge the reader to reflect on their own product development processes with fresh insight ... this is a worthwhile text.' Innovation About the Author Dr Jacob Goldenberg, senior lecturer at the Hebrew University of Jerusalem School of Business Administration, is a leading expert on creative thinking and product development. He has taught courses and workshops in inventive thinking for hi-tech companies and marketing organizations in both Israel and the United States, and has worked with companies such as Scitex, Intel, Motorola, Coca-Cola, Mastercard, Ogilvy Mather and Rapp Collins. He received a joint Ph.D. degree on this topic from the School of Business Administration and the Racach Institute of Physics at the Hebrew University of Jerusalem, Summa Cum Laude. His bachelor's degree was in aeronautical engineering and his master's degree in mechanical engineering. Jacob published papers in leading journals, including Science, the Journal of Marketing Research, Marketing Science, Management Science, and others. Prof. David Mazursky is an internationally acclaimed marketing expert and a prolific

author. He received his Ph.D. in marketing from the Graduate School of Business Administration at New York University. A professor at the Hebrew University of Jerusalem School of Business Administration, he is currently the head of the Ph.D. committee at the university's School of Business Administration, and the director of The K-Mart Center for Retailing and International Marketing. His theories and research have been widely published in leading journals, including the Journal of Marketing Research, the Journal of Consumer Research, Marketing Science, Organizational Behavior and Human Decision Processes, the Journal of Applied Psychology, the Journal of Experimental Social Psychology, Management Science, Science, and others.