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breakthrough products Ideas are stimulated by problems. In the business context the most fundamental problem is “what do our customers (internal or external) actually need?”

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In this interview, Keith Goffin, Professor of Innovation and New Product Development at Cranfield School of Management in the UK, talks about his latest book Identifying Hidden Needs:

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Creating Breakthrough Products (Palgrave Macmillan November 2010), and discusses the best methods for identifying unmet and hidden needs and the ways to translate these into breakthrough products.

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