



Demand Horizon: A Revolutionary Approach to Creating Great Products

By Gerry Campbell

Advantage Media Group. Hardcover. Book Condition: New. Hardcover. 136 pages. Dimensions: 8.1in. x 5.0in. x 0.7in. The rules of new product development have changed. The most fundamental nature of supply and demand has shifted and markets have undergone a reversal. Users are in control now, determining the success and failure of every company and product in the market. Companies that underestimate the implications of this shift are guaranteed to fail, wasting time and resources pursuing products the market will not accept. Demand Horizon is a new mental model for understanding and adapting to the demand-driven economy. Its a framework for making sense of the new rules in product creation, offering both strategic understanding and practical actions for adapting to the new rules of business. Written by Gerry Campbell, an accomplished executive, entrepreneur and product creator, Demand Horizon illuminates the techniques and approaches that have enabled him to create patented products that are used by every person on earth who uses a search engine, social networking site or smartphone. All proceeds from this book will be donated to charities supporting education and family development This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.



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